FEBRUARY 19, 1951

BROADCASTING
TELECASTING

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FEB 19 1951
DETROIT

IOWA PEOPLE APPROVE RADIO'S COMMUNITY WORK

Radio Regarded More Highly Than Any Other Influence Except Churches

In order to determine what Iowa people think of the job radio is doing in this State, the 1950 Iowa Radio Audience Survey asked the following question of every adult in the 9,110 Iowa families surveyed:

> ***"As you know, the schools, the newspapers, the local government, each has a different job to do. Around HERE, would you say the SCHOOLS are doing an excellent, good, fair or poor job? How about the NEWSPAPERS? The RADIO STATIONS? The LOCAL GOVERNMENT? The CHURCHES?"***

Replies on each institution or medium were recorded before asking about the next one. Here are the results:

ADULT APPRAISAL OF SCHOOLS, NEWSPAPERS, RADIO, GOVERNMENT AND CHURCHES

(Figures are weighted percentages of all questioned in radio-equipped homes†)

WOMEN "In this area they are doing:"	SCHOOLS	NEWSPAPERS	RADIO	LOCAL GOVERNMENT	CHURCHES
An excellent job	11.4%	7.6%	13.2%	3.6%	23.2%
A good job	59.5	63.7	69.2	45.6	64.6
Only a fair job	12.3	19.1	13.2	22.0	6.9
A poor job	1.2	2.7	1.0	4.6	0.4
Don't know	15.6	6.9	3.4	24.2	4.9
	100.0%	100.0%	100.0%	100.0%	100.0%
MEN "In this area they are doing:"					
An excellent job	10.7%	7.3%	12.2%	3.8%	20.4%
A good job	60.1	65.6	70.9	51.5	66.7
Only a fair job	15.0	18.0	13.0	24.6	7.1
A poor job	1.3	4.1	1.5	7.5	0.8
Don't know	12.9	5.0	2.4	12.6	5.0
	100.0%	100.0%	100.0%	100.0%	100.0%

†Figures have been weighted to give correct influence to women and to men in urban, village and farm homes.

Notice that except for churches, Iowa men and women believe that *radio is doing the best job in their community.* When Iowa families think of radio, they think of WHO more often than any other station because WHO is "heard regularly" by 72.8% of Iowa's radio homes in the daytime — by 72.5% at night. Hence their wholehearted approval is a testimonial to WHO's outstanding programming . . . its awareness of civic responsibility . . . and its ability to furnish Iowa listeners with finest radio service.

Get all the facts about Iowa radio listening. Send for your free copy of the 1950 Iowa Radio Audience Survey, *today!*

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

NOW we know!

LOUISVILLE RADIO LISTENERSHIP

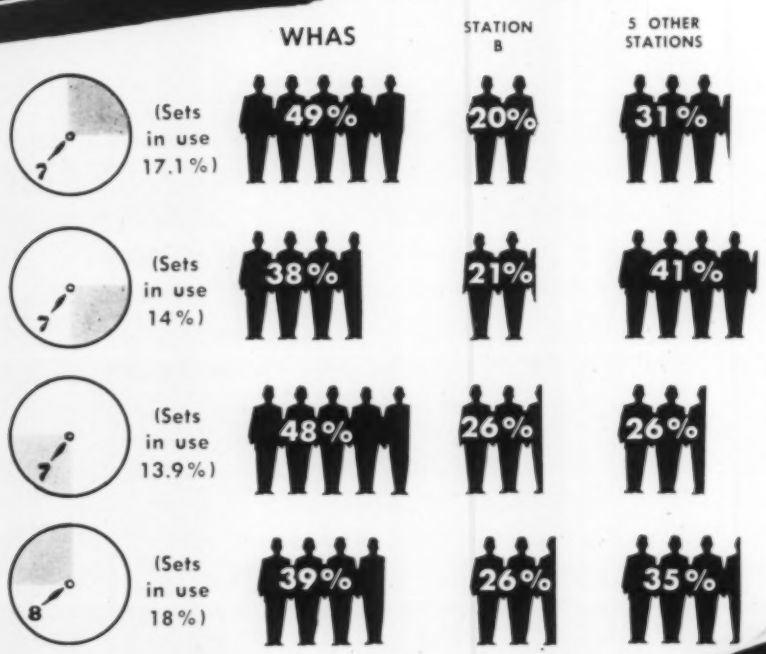
7 to 8 B.M.

(BEFORE HOOPER)

COINCIDENTAL TELEPHONE *Survey* BY UNIVERSITY OF LOUISVILLE

The figures here are taken from a 7 to 8 A. M. coincidental radio listenership survey just completed by the University of Louisville, the most intensive such survey ever made in Louisville. The number of homes called during each quarter hour period was twice the usual sample size. And note, particularly, sets-in-use figures.

SHARE OF AUDIENCE



50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

CBS **WHAS**

INCORPORATED • ESTABLISHED 1922

Louisville 2, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

AVERAGE INCOME $5,280

PER FARM HOUSEHOLD

In the 49-county BMB area of Station WOWO, you'll find 116,251 farms.. with average income of $5,280 per farm household!

And in the same area, you can count an annual total of more than $730,000,000 in manufacturing wages!

It's mighty hard to find any area where your radio advertising dollar can buy anywhere near such widespread coverage of such a prosperous and diversified audience. For availabilities, check WOWO or Free & Peters.

WOWO

FORT WAYNE
NBC AFFILIATE

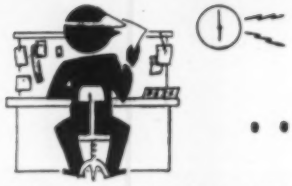
Radio — America's Great Advertising Medium

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879



Closed Circuit

RANKS of Washington-bound executives bolstering defense effort soon will be augmented by executive vice president of one of larger New York advertising agencies. He's to take consultant post with Voice of America at less than one-fifth his agency stipend of $55,000 yearly.

PROSPECT OF DETAILED hearings before Senate Foreign Relations Committee on contest over ratification of new NARBA Treaty having to do with allocations of broadcast frequencies among North American nations now in prospect. State Dept. has requested detailed hearing to parry reported opposition of clear-channel stations and key witness probably will be FCC Commissioner Rosel H. Hyde, who was chairman of U. S. delegation.

WHOLE ISSUE OF clear channels will arise in hearing before Senate Foreign Relations Committee re NARBA. Purported duplication of same network programs on clear-channel stations may become an issue to be raised by FCC. One network—ABC—long has advocated an "equitable distribution" of high-power stations among networks in order to provide what it characterizes as desirable distribution of service and which would presumably make all old-line networks horizontally competitive as to wave lengths and power distribution.

PROCTER & GAMBLE launches radio spot campaign March 12 for Cheer (detergent) using 10 to 25 spots weekly in 32 markets. Advertiser also will use television spots, 8 to 10 weekly, evenings, in four markets. Young & Rubicam, New York, is agency.

THOUGH several lively contests feature balloting for several NAB directorships, voting is surprisingly light on eve of Tuesday deadline.

LEVER BROS. Surf (detergent) through N. W. Ayer & Son, New York, which has already expanded in many states and is now running in about 100 markets, will expand considerably in upcoming months, coincident with distribution.

ANY DAY NOW announcement will be made of appointment of Arthur R. Treanor as director of Printing & Publishing Div. of National Production Authority, which will handle paper allotments. Mr. Treanor, part-owner of WOOD Grand Rapids and well-known in newspaper circles, held same position at War Production Board during World War II. His associate in ownership of WFDF Flint, Harry Bitner Sr., former top newspaper executive, also was an incumbent in that office during a portion of World War II.

WITH baseball play-by-play slated to reach record levels, professional leagues are taking quick action to utilize radio cooperation in boosting attendance.

ADVISORY role on important national emergency committee in works for Richard P.

(Continued on page 90)

Upcoming

Feb. 19: NAB TV Board of Directors, Ad Club, New York.
Feb. 20: Advertising Club of Washington Radio-TV Seminar, Hotel Statler, Washington, D. C.
Feb. 22: Voice of Democracy Awards Luncheon, Hotel Statler, Washington, D. C.
Feb. 26-March 1: Canadian Assn. of Broadcasters meeting, Chateau Frontenac, Quebec, Que.

(Complete list of Upcomings on page 88)

Bulletins

FIFTH ARMY, Chicago, has revised its recruiting advertising budget for fiscal year 1951-52 and will spend total of $275,000. Schoenfeld, Huber & Green, Chicago, directs campaign in 13 midwest states. Radio and television will be used.

GRABHORN QUITS ABC; REALIGNMENTS ANNOUNCED

RESIGNATION of Murray Grabhorn, ABC vice president in charge of owned and operated stations, and of national, local and spot sales, effective March 1; and realignment and appointment of personnel as part of program for splitting network into "ABC Radio" and "ABC-TV," announced Friday by network. Effective March 5, James S. Pollak, formerly Souvaine Co. and WPIX (TV) New York TV program manager, appointed TV program manager for WJZ-TV New York; Burke Crotty promoted to assistant national director of TV program production, and William Phillipson promoted to assistant director of television, programs and operations. All report to Alexander Stronach, vice president in charge of television programming.

James Connolly, vice president for radio station relations, to supervise network owned and operated radio stations and national spot and local radio sales; Otto Brandt, vice president for television station relations, to supervise owned and operated television stations, and national spot and local TV sales, it also was stated.

Resignation of Henry Cox, ABC New York production department manager, to become radio and television director for General Mills Inc., and appointment of Leonard Blair, ABC Central Division program manager in Chicago, to succeed Mr. Cox, also was announced Friday.

MBS NAMES SEAVEY

HOLLIS SEAVEY, coordinator of news and special events for MBS in Washington, appointed director of Washington operations of Mutual.

CBS, ABC INCOME REPORTS

CBS reported gross sales of $4,386,910 and operating revenue of $22,128,350 for last quarter of 1950 and ABC reported gross sales less discounts, returns and allowances of $15,095,614, in information filed with Securities & Exchange Commission.

Business Briefly

SPOT CAMPAIGN ● General Foods starts spot radio campaign in 27 markets for either Satina or La France. Agency, Foote, Cone & Belding, New York.

STERLING SHIFT ● Sterling Drug starts sponsorship of *News of Tomorrow* on ABC 10:30-10:45 p.m., Mon.-Thurs., Feb. 26 instead of April 2 as previously announced. Agency Dancer-Fitzgerald-Sample, New York.

SHOE SPONSOR ● General Shoe Corp. Nashville (Edgewood Shoe Co.'s Friendly shoes), effective Feb. 20 starts sponsorship of *Going Places With Betty Betz* on ABC-TV Tues., 7:15-7:30 p.m. Agency, Anderson & Cairns, New York.

CROSLEY RENEWAL ● Crosley Division Avco Mfg. Corp., renews 30-minute segment of *Your Show of Shows* on NBC-TV for 13 weeks effective March 10, 9-9:30 p.m. Agency Benton & Bowles, New York.

SUPPORT GIVEN PLAN FOR TV ASCAP SURVEY

SUPPORT to the proposal of Clair R. McCollough, WGAL-TV Lancaster, Pa., that survey be made to determine exactly how many TV station operators are interested in taking per program licenses from ASCAP came from an eastern telecaster.

In letter to Eugene S. Thomas, chairman NAB-TV board, this station executive urged that short questionnaire be sent to all TV stations, asking whether they want per program licenses, whether they support stand taken by TV Per Program Committee in refusing to consider payment of royalties on announcements adjacent to programs containing ASCAP music or whether they would accept such payments as necessary to avoid court action, and whether they will pledge financial support to this or any other industry committee acting for them in ASCAP negotiations. This proposed questionnaire is to be discussed at today's meeting of NAB-TV board (see NAB story, page 27).

NAB TO GIVE VIEWS ON RADIO-TV TAXES

BROADCASTERS' views on proposed excise taxes on radio and TV sets will be presented by Ralph W. Hardy, NAB director of government relations, before House Ways & Means Committee. Exact hearing dates on proposals to be set this week.

In letter requesting appearance, Mr. Hardy plans formal statement and availability for interrogation. Since tax was proposed, NAB has received "unprecedented volume" of correspondence from AM, FM and TV broadcasters, both in and out of its membership, vigorously protesting the legislation as "discriminatory."

NAB stressed that broadcasters believe sets should have wide distribution for information and educational purposes, particularly in present national emergency. Such a tax, it was contended, would tend to limit distribution.

WDEL-TV

CHANNEL 7

WILMINGTON, DEL.

THIS MARKET IS FIRST IN RETAIL STORE PURCHASES, HAS THE HIGHEST PER CAPITA EXPENDITURE OF ANY STATE.

Standard metropolitan Wilmington, Delaware area showed following increases in the ten years, 1940 to 1950.

	INCREASE
Population	20%
Dollar volume retail sales	178%
Dollar volume wholesale sales	209%
Dollar volume service trades	154%

In the nine year period, 1939 to 1948, employment rose 34¾%.

Data from 1950 Census of Population and 1948 Census of Business, figures released December 1950.

WDEL-TV is the only television station located in this market which is first in the nation—and growing all the time.

WDEL-TV effectively reaches this richest market with NBC and Du Mont network shows, many popular local daytime and evening programs.

WDEL-TV—the TV must on your schedule.

A Steinman Station

NBC TV-Affiliate

Represented by

ROBERT MEEKER Associates · NEW YORK · LOS ANGELES · SAN FRANCISCO · CHICAGO

"The Prestige Station of the Carolinas"

HOOPER **RADIO AUDIENCE** INDEX

FALL 1950 CITY ZONE GREENSBORO, N. C.

SHARE OF RADIO AUDIENCE

	WBIG	STATION "B"	STATION "C"
8:00 A.M.–12:00 N. Monday thru Friday	38.7	27.9	22.7
12:00 N.–6:00 P.M. Monday thru Friday	42.3	16.7	19.1
6:00 P.M.–10:00 P.M. Sunday thru Saturday	52.4	20.3	16.7
TOTAL AVERAGE TIME PERIODS	44.5	21.6	19.5

WBIG

Gilbert M. Hutchison, President

CBS Affiliate 5000 watts

EST. 1926

represented by Hollingbery

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

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Upcoming 88

WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor*; J. Frank Beatty, Rufus Crater, *Associate Editors*; Fred Fitzgerald, *News Editor*; Tyler Nourse, Jo Hailey, *Assistants to the News Editor*. STAFF: David Berlyn, Lawrence Christopher, John H. Kearney, Wilson D. McCarthy, John Osbon. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Allen Riley, Jean D. Statz, Keith Trantow; Gladys L. Hall, *Secretary to the Publisher*.

BUSINESS: MAURY LONG, *Business Manager*; Winfield R. Levi, *Assistant Advertising Manager*; George L. Dant, *Adv. Production Manager*; Harry Stevens, *Classified Advertising Manager*; Eleanor Schadi, Doris Orme, Judy Martin; B. T. Taishoff, *Treasurer*; Irving C. Miller, *Auditor and Office Manager*; Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager*; Jonah Gitlitz, Grace Motta, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355*; EDITORIAL: Edwin H. James, *New York Editor*; Florence Small, *Agency Editor*; Pete Dickerson, *Assistant to New York Editor*; Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor*.

ADVERTISING: S. J. PAUL, *Advertising Director*; Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115*; William L. Thompson, *Manager*; Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181*; David Glickman, *West Coast Manager*; Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775*; James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

Copyright 1951 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

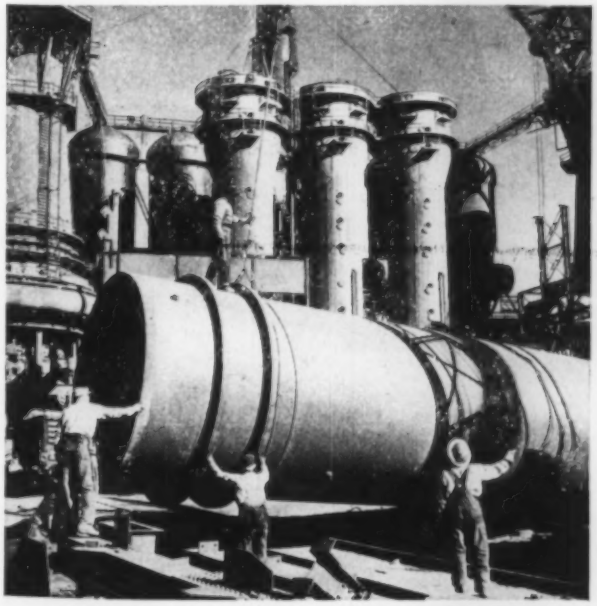
AMERICA'S STRUGGLE TO REARM STARTS HERE

A vital part of our rearming program is the effort of 600,000 men and women who work for more than 200 companies in the steel industry. They are doing these 3 things:

1 **SQUEEZING** the last possible ton of production from every piece of existing equipment. Bigger and more powerful turbo-blowers are being added to blast furnaces to speed up their production of pig iron. Many other new improvements are making steel mills produce above former capacity.

2 **BUILDING** new steel mills at the fastest speed in history. Steel is being made now at the rate of more than 104 million tons per year. All the steel plants in the rest of the world can't equal this, but new equipment will add at least 13 million tons by the end of 1952.

3 **PROVIDING** new ore, fuel and transportation facilities to keep pace with the growth of this world's champion industry. New Great Lakes carrier modeled below will speed ore to blast furnaces . . . a 1200-ton-per-day furnaces uses more than 3700 tons of raw material per day.



THE STORY OF steel in America is too big to tell in a single page. But you should know the story of this vital battle for production. Write for a reprint of the interesting article from STEELWAYS, "Steel Rolls Up Its Sleeves." *American Iron and Steel Institute, 350 Fifth Avenue, New York 1, N. Y.*

ANY ADVERTISER CAN

AND

MOST ADVERTISERS SHOULD

...USE

Spot Radio

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

What's the Big News in Ultima Thule?

That far land, so the dictionary says, is the northernmost part of the habitable world. But, for many a listener, the news of what happens in a town two miles away is of much more real and immediate interest.

That's why local news broadcasts, local weather reports, have that special impact that makes for important audiences in the particular markets you choose with Spot Radio.

World-wide events get full coverage, naturally. But it's the home-town touch that makes loyal, personal friends for a station, a newscaster—and his sponsor.

Put yourself into the local picture... in great markets, with great stations like these...

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas / Ft. Worth	NBC / ABC
KSO	Des Moines	CBS
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KPHO	Phoenix, Ariz.	ABC
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE NETWORK

TEXAS QUALITY NETWORK

488 MADISON AVE.
NEW YORK CITY 22
MU 8-0200

CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • DALLAS
SAN FRANCISCO

OVER
1,000,000
PER DAY

WRC audience surveys mean something more than passive listeners. Daily and Sunday "circulation" is also measured in terms of results over the counter for advertisers.

Morning, noon and night, Washington area people tune to the continuing editions of WRC-NBC. Combined total listening goes well over nine digits . . . a tremendous audience for your commercial message.

The entire WRC schedule represents a range of programming to fit any sales requirement.

feature of the week

SOMMERS REXALL drug stores of San Antonio have found that in the formula for success, radio advertising is a highly desirable ingredient.

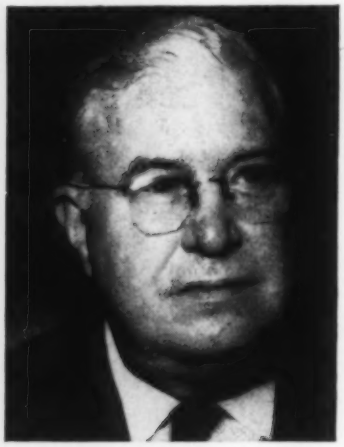
The Texas link sold more Rexall products during 1949 than any other of the Rexall chain in America. It's more than coincidence that Sommers for the past five years has carried an extensive schedule on KABC San Antonio—17 quarter hours a week.

John W. Fraser Jr., KABC sales department, feels that Sommers' good showing is "a real feather in the cap of the broadcasting industry."

The radio campaign includes a daily newscast, a daily women's show, a daily western show and a sportscast on Saturday afternoon.

Justin Dart (l), president, Rexall Drug Co., was interviewed over KABC during a visit to San Antonio by Monette Shaw, Sommers radio personality, and Carter F. Sommers, chairman of the board of the 33-store chain.

strictly business



Mr. PETERSON

* * *

A FEW months ago Edwin R. (Pete) Peterson, general sales representative of Keystone Broadcasting System, toted up his lifetime billings and arrived at the astronomical figure of $35 million.

Only a small part of this grand total went to Keystone. Pete's "harvest years" were from 1941 to 1948 when he was a salesman for the Blue Network and ABC. But since joining his present employer 18 months ago, he has sold such accounts as General Mills, Murine, American Medical Assn. and U. S. Army—and Pete has "barely scratched the surface."

With the exception of five years during the depression and two years of World War I, Pete Peterson has been a salesman since he left business college 35 years ago. He sold bonds for the old American Bond & Mortgage Co., Chicago, before he entered the service, and after the Armistice returned to La Salle St. and a six-year tenure with the Continental Trust & Savings Bank. He was with Chicago's Federal Securities Corp., later absorbed by the Central Republic Co., seven years, and ran his own brokerage business for two years. He left selling temporarily in 1936 to become supervisor of field investigators for the Chicago Better Business Bureau, but returned to his "chosen work" in 1941 under General Manager Ed Borroff of the Blue Network's Central Division.

It was Pete Peterson who sold Allis-Chalmers on sponsoring the Boston Symphony Orchestra for two years, and he brought Libby, McNeill & Libby, Pillsbury, Kellogg and Toni to the network. He also increased General Mills' billings substantially.

Mr. Peterson left ABC in 1948 to become Mutual's Central Division manager in Detroit. The following year he joined Keystone in Chicago rather than accept a MBS transfer to New York when Frank White reorganized the network.

In Pete's book, "you must believe in the medium you are selling," and he is completely sold on the potential of Keystone. He notes a "strong trend toward the use of radio at the local level—especially

(Continued on page 76)

IF YOU'RE INTERESTED IN RESULTS..

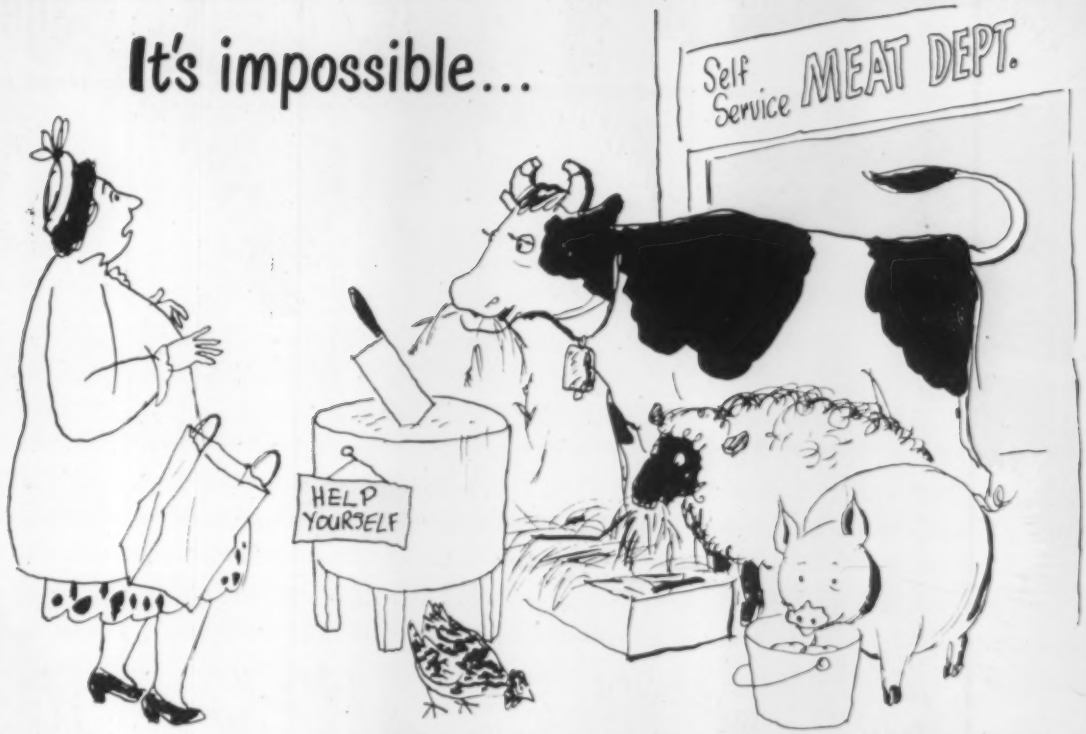
You'll Find That, in Milwaukee, WISN Gives You Best Results, Because WISN Maintains Listener-Confidence Through Better Programming.

The Best Local and Network Shows Are on WISN. That's Why You Get More (Satisfied) Listeners for Less Money on WISN Than on Any Other Station.

You'll Like Doing Business With WISN.

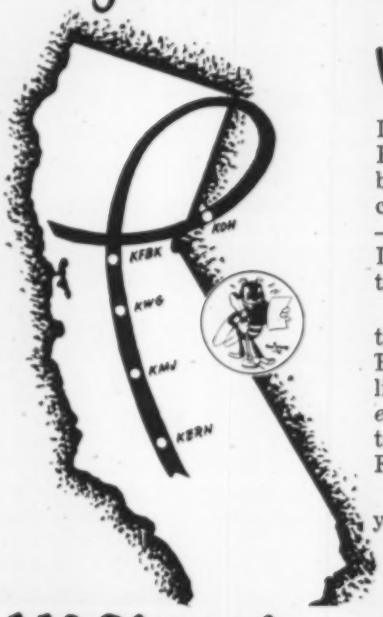
IN MILWAUKEE THEY LIS'N TO
WISN CBS
5000 WATTS
Represented by KATZ Agency

It's impossible...



...you can't cover California's **Bonanza Beeline**

without on-the-spot radio



Don't butcher your chances in the Beeline. That's one of the West's best markets — California's rich central valleys plus nearby Reno — with more buying power than Detroit . . . greater retail sales than Philadelphia.*

To cover this market, you need to use its *own* stations . . . the five BEELINE stations. Because Beeline people are *independent inlanders* who prefer on-the-spot radio to outside (Los Angeles or San Francisco) radio.

On all five BEELINE stations, you blanket *all* the Beeline. Choose best availabilities on each without line costs or clearance problems. Combination rates. Or use the BEELINE stations individually, to cover a major BEELINE trading area. For instance . . .

KOH RENO

Blankets 18 counties surrounding Reno — whose wholesale grocery trading area ranks 2nd in entire country in per capita retail food sales, with a quality index 53% above U.S. average. BMB home-county audience averages 86% daytime, 90% at night.

**Sales Management's 1950 Copyrighted Survey*

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	5000 watts, day; 1000 watts, night 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

Oklahoma City's
Only 50,000 Watt Station

KOMA

WHAT'S
ONOMATOPOEIA
GOT TO DO WITH IT?

An euridite friend explains that ONOMATOPOESIS has to do with the creation of sounds . . . and that certainly is our business at KOMA . . . creation of sounds that sell merchandise and services.

By maintaining consistently high quality of our locally produced programs and with the audience-pulling power of our CBS schedule, it's just good business to go all the way with KOMA!

Consider also, that KOMA can be purchased at the same old prices despite the fact that this market is showing one of the leading retail sales gains in the nation.

If you have a selling job to do in Oklahoma, contact your Avery-Knodel man who will acquaint you with the most attractive buy in Oklahoma, KOMA.

J. J. Bernard,
V-P and General Manager

KOMA
Outlet for the Columbia Broadcasting System
REPRESENTED BY Avery-Knodel, INC.

agency

ARTHUR H. LUND, radio and TV director Campbell-Mithun Inc., Minneapolis, elected vice president. ALBERT R. WHITMAN, executive vice president, named to board of directors. ERNEST W. TURNER, partner art studios of Spielman, Taylor & Turner, L. A., appointed executive art director, and W. B. STUART-BULLOCK, copy chief Robert Orr Assoc., N. Y., named to assume major responsibilities in copy department.

Mr. Lund

SANFORD L. HIRSHBERG, vice president in charge of general accounts Norman D. Waters & Assoc., N. Y., elected executive vice president and director of agency.

F. MICHAEL CARROLL named vice president J. J. Pershall Agency, Chicago.

ERNEST DAVIDS, former head of own agency, Ernest Davids Co. Inc., N. Y., and administrative vice president, Dorland Inc., N. Y., elected treasurer of Dorland. CATHRYN C. MILLETT, junior partner Ernest Davids Co., named secretary Dorland Inc., replacing MARY L. SHAUNTY, resigned.

on all accounts

WHEN, in 1947 the youthful, dynamic William Von Zehle founded his own agency, one colleague observed: "The wonder isn't that Bill is an agency president at 34; the wonder is that he's only 34."

Today, five years later, Mr. Von Zehle's agency bills close to $5 million annually, and the wonder still persists that one man could have done so much in such a comparatively short span.

A rapid and necessarily incomplete rundown of his career will reveal something of his endocrine capacity if not his versatility.

He was born in New York on Jan. 10, 1912, and was educated partly at Dartmouth. These were his first and last leisurely milestones.

In 1928 he got his first job as a final assembly worker at the American Aeronautical Corp. One year later he joined the F. A. Peel Glide Boat Co. In 1930 he formed the Woman's Organization for National Prohibition Reform and built all the mobile public address systems for the committee which urged—as did Mr. Von Zehle—repeal of the 18th Amendment. A few months later he formed the company known as New Rochelle Sound Systems. In 1932 Mr. Von Zehle joined his first radio station, WNEW New York, as a first engineer. He also sold and announced for the station's remote programs in Westchester and Harlem. In 1935 he moved to WHN New York (now WMGM) as engineer and announcer.

Mr. VON ZEHLE

Three years later he went abroad to study radio stations in eight different countries. Upon his return Mr. Von Zehle joined MCA as a salesman. One year later he moved to NBC Consolidated Radio Artists as radio director. For a short period in 1941 he was a salesman for WINS New York, then he returned to MCA as director of the radio division in the Hollywood office. One year later he was back in New York as a salesman, once again for WINS, remaining for the next three years. In 1946 his own agency was formed in partnership with his sister Kathleen Banks, who also is secretary of the firm. And somewhere in his wide-ranging Odyssey he functioned as a band leader, a boatman and an anti-Nazi observer in darkest Hitler Germany.

Reducing his orbit but not his activity for the past five years

(Continued on page 79)

beat

DAVID P. THOMAS appointed radio-TV director Kal. Ehrlich & Merrick, Washington. Was with promotion department *New York Times.*

WILLIAM K. BROOKS, copywriter Kansas City office Rogers & Smith Inc., appointed assistant copy director.

GEBHARDT & BROCKSON Inc., Chicago, and **McCARTY CO.,** Pittsburgh, will merge May 1, to be known as **MARSTELLER, GEBHARDT & REED.** New officers will be **E. A. GEBHARDT,** board chairman; **WILLIAM A. MARSTELLER,** president, and **R. S. REED Jr.,** executive vice president and manager of Pittsburgh office.

JOHN C. ROBB, account executive The Caples Co., L. A., to Walter McCreery Inc., Beverly Hills, Calif.

JOHN A. McCLAVE, vice president and treasurer Lewis & Gilman Inc., Phila., elected president Phila. Advertising Golf Assn. **ROBERT G. WILDER,** public relations department Lewis & Gilman, elected member of national public relations committee of Reserve Officers Assn. of United States.

JERRY SCHUEPBACH, Sidney Garfield & Assoc., S. F., to Long Adv. Service, S. F.

ROGERT GODLEY, advertising and public relations freelance writer, to N. W. Ayer & Son Inc., N. Y., as copywriter for radio and TV.

JACK EARLY, account executive Beaumont & Hohman, S. F., to Wank & Wank Adv., S. F., March 1 in same capacity.

GEORGE GALLUP, advertising research authority, public opinion statistician and director of research Young & Rubicam, N. Y., will be featured speaker at second annual Advertising Institute March 16-17 at Emory U., Atlanta.

RICHARD TYLER, radio-TV timebuyer McCann-Erickson, S. F., assumes additional duty of outdoor media buyer. **KEITH LANNING** will assist him. **JOSEPH R. FOX** continues as media director. **ALLEN G. JONES,** newspaper spacebuyer for agency, also will be magazine and trade paper spacebuyer.

DOROTHY SKALKA, copywriter WCOJ Coatesville, Pa., to N. W. Ayer & Son, N. Y., as secretary to director of radio-TV continuity acceptance.

JOHN McATEE, Charles R. Stuart Adv., S. F., resigns to specialize in county fair exhibits.

JACK MILLER, account executive KPOA Honolulu, to Lund & Heitmann Adv. Agency, same city, as account executive.

GUILD, BASCOM & BONFIGLI, S. F., moves to 130 Kearny St. Telephone number remains Yukon 2-4101.

SIVE & ROSENFIELD Inc., Cincinnati, changes name to **LEONARD M. SIVE & Assoc. Inc. ABE ROSENFIELD,** vice president, has become advertising manager Welch Grape Juice Co., New York.

ROBERT HAYWARD, radio and TV department Charles R. Stuart Adv., S. F., resigns to freelance in radio and TV field.

DON AVERY to Erwin, Wasey & Co., Chicago, as art director.

CLARENCE WEEDING, transcription department CBS Hollywood, to Leo Burnett Co. Inc., Hollywood. **CAROLINE HOPE,** Young & Rubicam, Hollywood, to broadcasting department of Leo Burnett.

LYN CAREY, Harrington-Richards Inc., S. F., to media department Guild, Bascom & Bonfigli, S. F.

MRS. HOWARD P. GREENWALD, publicity director Mervin & Jesse Levine Adv. Inc., N. Y., mother of girl, Maureen Ellen.

ALLAN D. STARR, advertising and promotion manager Starr Bros., Carlinville, Ill., to Lund & Heitman Adv., Honolulu, as account executive.

WALTER BUNKER, vice president in charge of Hollywood office Young & Rubicam Inc., in N. Y. for 30 days of home office meetings and to study new TV techniques.

Obviously OUTSTANDING

WMBD Dominates the Rich Peoriarea Market

The USAF F-86 Sabre jet fighter is setting up an amazing record of performance in Korea. Exceeding the speed of sound, its speed, firepower and maneuverability make it one of our most devastating weapons.

Sensational as this amazing fighter is, however, it's PEOPLE that account for its dominant performance. It's the pilot, the ground crew and other manpower working as a TEAM that keep the F-86 supreme in the skies.

"CHUCK" BARNHART, Program Director, has been in radio since 1938 . . . with WMBD since 1947. Recently he was named Peoria's "Outstanding Young Man of 1949". Whimsical, and with a fine sense of the dramatic, Chuck also has his own immensely popular "Chuck Barnhart Show". He has written several network shows as well.

It's the same in radio . . . and particularly at WMBD. TEAMWORK makes a winner—teamwork involving expert engineering, skillful programming, presentation of popular personalities. It's no accident that WMBD dominates this rich market . . . that survey after survey shows that WMBD reaches more listeners *in any time period* than the next two stations COMBINED! It's the result of the TEAMWORK of PEOPLE experienced in the radio preferences of Peoriarea listeners.

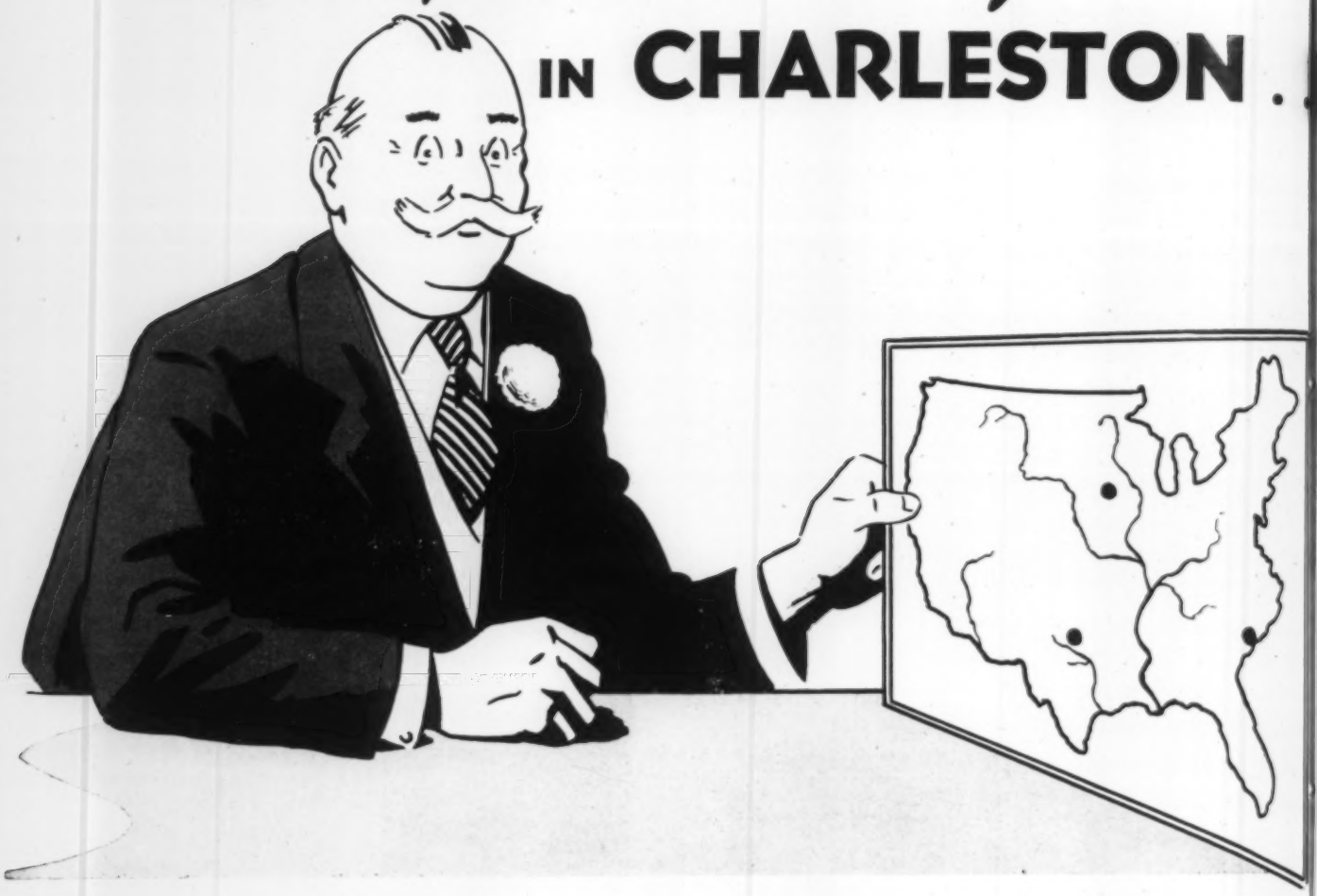
Charles C. Caley, Vice President & General Manager
Don D. Kynaston, Director of Sales

See Free & Peters

AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Affiliate
5000 Watts

Is Competition Tough

IN CHARLESTON . .



If you don't have tougher going in some markets than in others, we take off our hats to you. But if you *do,* we'd like to take off our *coats,* in any of the cities listed at the right. We know them "inside-out" . . . know how they differ and what they have in common. We can help you make Spot Radio work harder in any of these markets, can help make it produce *more* results. May we prove it?

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

. . DULUTH . . . OR FORT WORTH?

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
. . . . .			
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	10,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
. . . . .			
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

WISH
INDIANAPOLIS

Announces the appointment of

The BOLLING Company
NEW YORK • CHICAGO • HOLLYWOOD
as National Sales Representatives

EFFECTIVE FEBRUARY 1, 1951

It is with sincere pride that these stations identify themselves with the progressive and sales-minded attitude of this outstanding organization. As sales representatives in the national field, The Bolling Company is well-qualified to offer the advertiser complete information and every assistance in obtaining radio coverage in Indiana as it relates to these four Hoosier key stations—representing four of the top Indiana markets.

"the stations that never outpromise— but always outperform"

WISH	Indianapolis	ABC
WHOT	South Bend	ABC
WANE	Fort Wayne	CBS
WHBU	Anderson	ABC—CBS

OWNED AND OPERATED BY
UNIVERSAL BROADCASTING CO., INC.

new business

THE SSS Co. Inc., Atlanta (SSS Tonic) expands radio spot coverage to 50 stations in southeast for 52 weeks. Spots, placed as far south as Mississippi, are one-minute. Agency: Henry J. Kaufman & Assoc., Washington, D. C.

PERMA STARCH Co., Illiopolis, Ill., names Henri, Hurst & McDonald, Chicago, to handle advertising. Radio and TV will be used.

BARDAHL OIL Co., St. Louis, purchases *Bold Venture*, new half-hour Ziv production, for Chicago; Decatur, Ill.; Anderson, Ind.; Springfield and Moberly, Mo. Additional markets to be announced at later date. Agency: Harold Kirsch Co., St. Louis.

BANK OF AMERICA, S. F., purchases *Royal Playhouse*, half-hour TV film series for weekly showing on KECA-TV Los Angeles and KGO-TV San Francisco. Series starts Feb. 22 on Los Angeles station; San Francisco starting date not yet determined. Both contracts for 52 weeks. Series, recently purchased by ABC-TV, produced by Bing Crosby Enterprises, L. A. Agency: Charles R. Stuart Adv., S. F.

COOLEDGE PAINT STORES Inc., Atlanta, appoints Freitag Agency, same city, to handle merchandising and advertising. JACK MURRAY is account executive. Use of TV is planned.

ROSEFIELD PACKING Co., Alameda (Skippy Peanut Butter), through Guild, Bascom & Bonfigli, S. F., signs for *You Asked for It*, audience participation show, on KGO-TV San Francisco and 24 other stations in major markets. WALTER GUILD and FRED BYRON are account executives.

DRAKE AMERICA Corp., N. Y. (importers), has bought several programs on Baltimore TV stations, *Dairy Box* and *Lazy H Ranch*, over WAAM(TV), and will use live commercials on *Shadow Stumpers* and *Black Mail* over WBAL-TV. Agency: Colman, Prentis & Varley, N. Y.

LEE PHARMACAL Co., Beverly Hills, Calif., names McCann-Erickson, N. Y., to handle advertising.

WINE GROWERS GUILD, Lodi, Calif. (Guild Wine), through Guild, Bascom & Bonfigli, S. F., sign 13-week contract to sponsor *Front Page Detective* on KGO-TV San Francisco, KTTV (TV) Los Angeles, WABD (TV) New York, WGN-TV Chicago, WCAU-TV Philadelphia and WXEL (TV) Cleveland.

WILSON PRODUCTS CO., N. Y. (Wil-Hold bob pins), names Bermingham, Castleman & Pierce Inc., same city, to handle advertising. Radio probably will be used.

OLD MISSION LABS, division S.T.S. Inc., Burbank, Calif., appoints Philip J. Meany Co., L. A., to handle advertising for O-M tablets and Odorid, a chlorophyll tablet. Will test on Bakersfield, Calif., stations during March.

HOTEL DELMONICO, N. Y., has appointed Buchanan & Co. Inc. as advertising agency.

CLARK-ELLIOTT Co., S. F. (manufacturer of Desert-Air lamps), appoints RICHARD N. MELTZER ADV. Inc., S. F., to handle advertising. PATRICK H. CRAFTON is account executive. TV will be used.

Adpeople . . .

LESLIE D. FAIRBAIRN, account executive Maxon Agency, Chicago, named advertising manager Drewrys Ltd. U. S. A. (beer), South Bend, Ind.

WILLIAM A. ROBERTS appointed president Allis-Chalmers Mfrg. Co., Milwaukee, succeeding WALTER GEIST, who died last week. Mr. Roberts has served as general executive vice president. He is being replaced by W. C. JOHNSON, vice president in charge of general machinery division.

CYRIL W. PLATTES succeeds ABBOTT WASHBURN, as manager of department of public services for General Mills, Minneapolis. Mr. Washburn is on leave with Gen. Lucius D. Clay working on committee for Free Europe and The Crusade for Freedom in New York.

THE GEORGIA PURCHASE

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S FIRST THREE MARKETS

the Georgia Trio

ATLANTA

MACON

SAVANNAH

WAGA	WMAZ	WTOC
ATLANTA	MACON	SAVANNAH
5,000w • 590kc	10,000w • 940kc	5,000w • 1,290kc

(ALL CBS AFFILIATES)

THE *Trio* OFFERS ADVERTISERS AT ONE LOW COST:

- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

—*in Georgia's first three markets.*

Represented individually and as a group by **THE KATZ AGENCY, INC.**

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • KANSAS CITY • LOS ANGELES • SAN FRANCISCO

open mike

Agency Recognition

EDITOR:

We note the statement in your Feb. 5 editorial that "the chances of stations' being euchred into fraudulent advertising would, of course, be considerably reduced if an active agency-recognition system existed in radio-TV."

You have raised an important point, since other major media have long found it advisable to promote high standards of agency recognition and to have some investigating machinery.

Such work has been carried on for years by the American Newspaper Publishers Assn., Periodical Publishers Assn., Associated Business Publications, American Press Assn. and the Outdoor Advertising Assn. of America, as well as related regional and local groups.

Deciding which agencies he will recognize (grant commission to) is a complicated decision for any medium owner, and one that he must make for himself. Usually it means finding out:

1. Whether the organization is a bona fide agency, free from control by any advertiser or medium.
2. Whether the agency keeps all commissions—does not rebate any—and devotes them to the service and development of advertising as media contacts require.
3. Whether the agency has adequate experience and ability to create successful advertising.
4. Whether the agency is financially sound.

The information furnished by his media group is invaluable and time-saving in helping him to reach his own sound decision.

It pays off not only in avoiding fraudulent advertising but also—mainly—in *getting successful advertising*, advertising that builds repeat business and bigger volume for tomorrow.

Richard L. Scheidker
Vice President
American Assn. of Advertising Agencies

* * *

Facsimile Facts

EDITOR:

In your issue of Feb. 5 under the heading, "Facsimile Relay," you report that regular multiplexed facsimile service is being relayed through station WFMN-FM Alpine, N. J., to the Rural Radio Network headquarters at Ithaca.

This is in error as the transmission is relayed via my Alp station, KE2XCC. The test is be carried out in cooperation with t laboratories of John V. L. Hog and the School of Journalis Columbia U., in order to make determination of a number factors. . . .

Edwin H. Armstrong
New York

* * *

Wrong Pew

EDITOR:

On your center-fold NETWO SHOWSHEET for TV in the Feb. 1951, issue of BROADCASTING TELECASTING, we find the follo ing erroneous listing:

Under DuMont Daytime at t bottom of the page you list:

"Tues. 3:15-3:30 Bride & Groo
Thurs. 3:15-3:30 Bride & Groo
Hudson Pulp
and Paper"

These two programs, while co rectly listed as to time and spo sorship, are carried by the CB network, *not DuMont*, and ther fore should be listed under CB Daytime in the future.

Since this is a brand-new pr gram, the error is understandabl

Blake Johnson
Duane Jones Co.
New York

* * *

Renews Contacts

EDITOR:

. . . Thanks for . . . publishing the picture of our agency planning board [BROADCASTING • TELECASTING, Jan. 29].

. . . As a result we have received letters from friends and former associates with whom we had lost contact.

It is gratifying to know that the efforts of this agency to raise the level of advertising in Puerto Rico are supported by such important organizations as yours . . .

S. E. Badillo
President
Publicidad Badillo Inc.
San Juan, P. R.

* * *

Sponsor's Product

EDITOR:

One of the most valuable uses to which some of us put BROADCASTING • TELECASTING is cross-indexing the case histories by types of account, then using them later in presentations to prospects in the same general business category. Your advertisers (and even your reporters on occasion) make it mighty difficult when they print a glowing testimonial from a sponsor—with no indication anywhere of the kind of product that sponsor sells.

Example: In today's issue [advertisement, Feb. 5] the president of Bohman-Warne Inc., sponsor of Fulton Lewis jr. on WJEJ Hagerstown, Md., writes a fine testimonial in the very constructive and very helpful Mutual series ad-

(Continued on page 20)

"GIMME A GROSS OF SUPER CORONAS, DEAR!"

Coronas or Cadillacs . . . our wealthy Red River Valley hayseeds have the dough to buy almost anything they want. They're one of the Nation's top income groups. And they prefer WDAY so heavily that they have made it the top NBC station, Hooperwise, in the entire nation!

Despite competition by the other three major networks, all of which have studios in Fargo, WDAY consistently gets a far greater share of the Fargo-Moorhead Audience than all other stations combined!

WDAY has even greater popularity in rural areas. A new 22-county survey reveals that *78.6%* of the farm families within about 90 miles of Fargo prefer WDAY, as against *4.4%* for the next station! Yes, urban and rural, WDAY is the overwhelming favorite in the Red River Valley. Write for all the facts, *today!*

WDAY

FARGO, N. D.
NBC – 970 KILOCYCLES
5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives

YOU MIGHT WALK A MILE IN 6½ MINUTES*—

BUT . . .

YOU NEED THE FETZER STATIONS TO PACE KALAMAZOO-GRAND RAPIDS!

TV OR AM, the Fetzer stations are more than ever Western Michigan's best advertising values.

TV: WKZO-TV is Channel 3, official Basic CBS Outlet for Kalamazoo-Grand Rapids. It is a multiple-market station—delivers a *good picture* to more than 90,000 TV sets within a 50-mile radius. This area includes *five Western Michigan and Northern Indiana markets with a buying income of more than one and a half billion dollars!*

AM: Used as a combination, WKZO, Kalamazoo, and WJEF, Grand Rapids, give unsurpassed urban and rural coverage of Western Michigan. WKZO-WJEF costs 20% less than the next-best two-station choice in Kalamazoo and Grand Rapids —*yet delivers about 57% more listeners!* (In Grand Rapids alone, for example, they have an unduplicated coverage of 60,000 homes.) New BMB figures credit WKZO-WJEF with a 46.7% increase in their unduplicated daytime audience and a 52.8% increase at night!

Yes, by any standards you select, the Fetzer stations are the best buys in Western Michigan. Write direct or ask Avery-Knodel for *all* the facts.

*Michael Pecora walked a mile in 6 minutes, 27-1/5 seconds in New York City on February 22, 1932.

WJEF tops IN GRAND RAPIDS AND KENT COUNTY (CBS)

WKZO-TV tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Open Mike

(Continued from page 18)

vertising the Lewis syndicated show. But those of us living 3,000 miles away haven't the slightest idea what Bohman-Warne sells, and hence no idea where to file an otherwise very useful success story.

Robert J. McAndrews
Managing Director
Southern Calif.
Broadcasters Assn.
Hollywood

[EDITOR'S NOTE: Good point, Mr. McAndrews. The Bohman-Warne firm is in the wholesale-retail kitchen appliances business.]

* * *

'For Example . . .'

EDITOR:

In reference to W. B. McGill's letter as published in OPEN MIKE, BROADCASTING • TELECASTING, Jan. 29, I would like to submit an opinion. The use of AM and FM, in capital letters, is justified because each letter in each combination is the initial letter for the Amplitude Modulation, and Frequency Modulation systems of broadcasting. "Television" is just one word, and might properly be abbreviated as Tv or tv, depending upon how it is used. For example, "Radio and Tv" or "radio and tv."

L. O. Hutchins
Commercial Manager
WGBG Greensboro, N. C.

* * *

'Ugly Practice'

EDITOR:

"Please wire at once lowest run of schedule transcribed one-minute spot rate based on 1,500 spots in 52 weeks. Product is . . . and we buy direct."

With this enticing telegram the . . . of Lafayette, La., sets the trap for many unsuspecting station and commercial managers. After sending this advertising agency the station's lowest rate, another telegram is sent by the agency explaining that they can only pay half the original quotation. I have checked with station managers in this area and have found that no matter what rate was quoted this agency offers the business at exactly half the quotation. Needless to say, we did not accept the business.

This is another ugly practice which some unethical advertisers and their agencies are trying to get away with. As long as radio stations stand firmly against this sort of practice, radio will maintain its position of respect and, incidentally, stay very much alive.

William S. Halpern, Gen. Mgr.
WCOJ West Chester, Pa.

* * *

Mail Problem

EDITOR:

I would like to throw open one of the perennial problems that we radio people have, and that is mail sent to our station which is meant for another station . . . an id projected by Bill Caskey, assista manager of WPEN, . . . sugges that stations return all correspon ence to the writer if it has be misdirected.

Here at WIP we forward mail the proper station if we know de nitely that that station has the pr gram to which the writer refe

I, along with a great many oth station men, would be interested knowing what other stations do.

Murray Arnold
Program Director
WIP Philadelphia

Coldowatts

EDITOR:

When the temperature dipped 48-degrees below zero at the tran mitter of WKTY LaCrosse, Wis. the night of Ja 29, it took ski and extra ing nuity to com mence operatio the morning the 30th.

The station's entire transmitter staff had t sit up all nigh knitting 1,00 jackets, and 1,00 pairs of mittens, before a singl one of WKTY's 1,000 watts would agree to climb up the icy towers in the cold wind and set to work.

In a remarkable picture, a WKTY staff member caught the attached view of the leadoff watt just prior to scaling his tower.

Verl Bratton, V.P.-Gen. Mgr.
WKTY LaCrosse, Wis.

* * *

'Yearbook' Lament

EDITOR:

Thus far my 51 YEARBOOK has not arrived,
From this, of course, I should not be deprived.
Without the good book I'm without my right arm,
This you can see causes plenty of harm.

This poetry is sad, of that I am sure,
But you, my friend, can cause the cure.
Just send me that book and all will be well,
And me and my book will go into our shell.

H. W. Maschmeier, Director News and Special Events
WPTR Albany, N. Y.

POSTSCRIPT:

Please ignore my earlier plea,
My face is red, but covered with glee.
My YEARBOOK was here all the time.
Life is serene and all is fine.

'Twas mislaid as we hunted high and low,
Hence to me what was a terrible blow.
A tribute to BROADCASTING . . . that's a cinch,
You never know who'll put on the little ole "pinch."

MORE PAY
means
MORE SALES

Sell where the money is - **FLINT**

WFDF
910 KC
WFDF
FLINT MICH.
AMERICAN BROADCASTING COMPANY
REPRESENTED BY
THE KATZ AGENCY

Treasure chest—FLINT style! Wages are 32% above the national average, and EVERYBODY is working! FLINT is where the money is . . . and it's a must on every advertising schedule. Tell your sales story to the rich FLINT market over WFDF—FLINT'S first station*.

** See your latest Hooper*

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

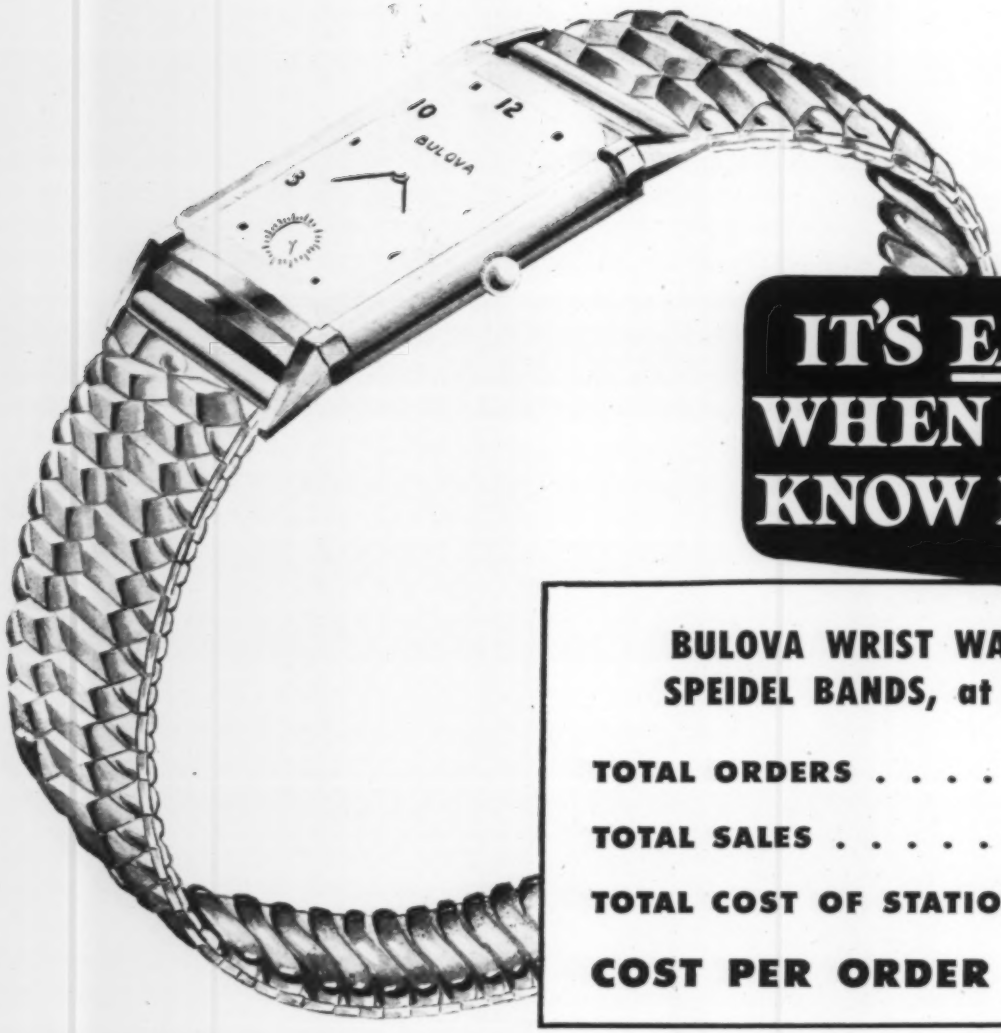
There is always a most efficient way to do a job . . .

For your SELLING job in this top U. S. market use WTIC . . .

because

WTIC DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET

WTIC's 50,000 Watts represented nationally by Weed & Co. • Paul W. Morency, Vice-Pres.—Gen. Mgr., Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.



IT'S EASY, WHEN YOU KNOW HOW!

BULOVA WRIST WATCHES WITH SPEIDEL BANDS, at $37.95 each

TOTAL ORDERS	**589**
TOTAL SALES	**$22,352.55**
TOTAL COST OF STATION TIME	**$145.00**
COST PER ORDER	**$.247**

Here's spectacular proof that KWKH Know-How pays off in our rich tri-State area—*a case history that speaks for itself!*

Early in October, 1950, Freund's Jewelry Store of St. Louis, bought time on KWKH through their agency, Westheimer and Block, to sell men's and women's wrist watches. Here was the offer:

A BULOVA WRIST WATCH AND SPEIDEL BAND . . . A DOLLAR A WEEK FOR 38 WEEKS!

KWKH plugged this offer with five-minute spots for five successive weekdays—Monday, October 9 through Friday, October 13—from 7:45 to 7:50 a.m. Three weeks later the amazing results above were tabulated. *Over $22,000 of orders at a total sales cost of less than 7/10 of 1%!*

If you go for this kind of *result* story, let The Branham Company give you all the KWKH facts!

KWKH

50,000 Watts · CBS ·

SHREVEPORT **Texas LOUISIANA Arkansas**

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 40, No. 8 WASHINGTON, D. C., FEBRUARY 19, 1951 $7.00 A YEAR—25c A COPY

11th HOUR MUSIC MEET

Industry Group Urges ASCAP Talk

By BRUCE ROBERTSON

LAST DITCH effort was made last week by radio-TV buyers of ASCAP music—$100 million worth in 25 years—to avert expensive court action and conduct business on a business-like basis.

Invitation to ASCAP to meet again with the All-Industry TV Per-Program Committee, before finally shutting the door on negotiations and in effect forcing the settlement of proper rates for the use of ASCAP music on television into the courts, was sent last Wednesday by Dwight Martin, WLWT (TV) Cincinnati, committee chairman, to Herman Finkelstein, general attorney of ASCAP.

Coincidentally with his letter to ASCAP, Mr. Martin sent out another letter, this one addressed to the operators of the 107 TV stations now on the air. "This is a letter about a $65 million question," he wrote, estimating that this sum has been saved by radio broadcasters since fair-charge practices were agreed on with ASCAP some 10 years ago and implying that the negotiation of fair charges for the use of ASCAP music on television may be of equal significance to the TV broadcasters.

Mr. Martin

Reviewing the breakdown of negotiations with ASCAP, which refused to meet with the committee after some 60 TV station operators, meeting in Chicago Jan. 18, had "decided to pay nothing on non-ASCAP spot announcements," Mr. Martin reported that if "it becomes possible to continue the negotiations, we shall, of course, do so."

Calls for Support

Mr. Martin cited the unanimous vote of support given his committee at Chicago and declared "in an effort of this magnitude, we need industry-wide unity and understanding. We want to count on you —and the 'we' signifies not only the members of the negotiating committee, but those broadcasters who have already supported the committee's efforts with pledges and cash contributions. . . . We do not ask for your check at this time for the reason that we are waiting to see the results flowing from our letter of Feb. 14 to ASCAP, a copy of which is attached."

In his letter to ASCAP, Mr. Martin said:

I cannot understand why our industry and your Society should be unable to settle our relations out of court. I refuse to believe that court proceedings are necessary to fix reasonable rates of charge by the Society to an industry which in essence is the same industry as that which has been your largest customer—the broadcasting industry. That industry has over a period of the past 25 years paid the Society probably well over $100 million, and as our industry grows your royalities increase proportionately. Differences between your Society and the broadcasting industry have arisen in the past, some of them involving fundamental issues similar to those involved in our present dispute, but they somehow managed to be settled without recourse to litigation.

However, I am informed that you have told counsel for our All-Industry Television Per-Program Committee that *after the Society has mailed its per-program form of license* to the stations (a form which has not been negotiated with our committee, but prepared unilaterally by the Society), the terms thereof would not be the subject of negotiation between our respective committees.

I also understand that, on Jan. 22 and again as recently as Feb. 8, your Society was told by committee counsel that we were prepared to resume negotiations whenever your committee was ready to do so, even prior to the issuance of your unilaterally prepared form of license. However, our offer was declined, two reasons being given; *first*, that our industry at Chicago had decided to pay nothing on non-ASCAP spot announcements (namely, sponsored announcements which themselves contain no ASCAP tune, but which are broadcast within a certain number of seconds before or after a commercial or sustaining program which does use ASCAP music), and *second*, because you believed negotiations on a basis which would not charge for such non-ASCAP spot announcements before the Society mailed its per-program form might be prejudicial to the Society in the litigation which the Society considered might well be in the offing.

Expressing inability to "believe that these objections on the Society's part to the resumption of negotiations at this time are sound," Mr. Martin pointed out that the ASCAP position is, in effect, "that the Society will not negotiate with our committee prior to announcing a rate, and will not negotiate with us after a rate has been announced."

'Shut Door'

This, Mr. Martin stated, "apparently means that your Society has shut the door to further industry-wide negotiations and is in fact forcing the matter into the courts. I cannot believe that the Society intends this meaning because you and others on your committee have frequently echoed our statements that we were extremely reluctant to see this matter go to court."

Mr. Martin said that his committee plans to meet in New York some time during the week of Feb.

(Continued on page 36)

McDANIEL HEADS RTMA

Starts April 1

GLEN McDANIEL, 39-year-old vice president of RCA, begins duties April 1 as the first fulltime paid president of the Radio-Television Mfrs. Assn. He was elected by the board of directors in Chicago Friday after three days of meetings in the Stevens Hotel [CLOSED CIRCUIT, Jan. 8].

Mr. McDaniel, a member of the staff of RCA Board Chairman David Sarnoff and President Frank M. Folsom, will handle responsibility taken formerly by a top-executive of an RTMA member company. Mr. McDaniel signed a three-year contract. The exact amount of his salary was not divulged, but it is believed he is being paid along lines proposed last year when a $50,000 figure was mentioned.

Robert C. Sprague, president of Sprague Electric Co., who has served as president and board chairman of RTMA, continues as board chairman, dropping his presidential duties.

The new president has been associated with the radio and television industry since 1946, when he joined RCA Communications Inc. as vice president and general counsel (see OUR RESPECTS To . . . page 48).

As chairman of the RTMA defense profits tax committee, he directed activities relative to the 1950 excess profits tax act which resulted in enactment of special provisions affecting "growth companies," which includes television manufacturers.

Production Problem

Set makers, in three days of committee and board meetings, planned for the upcoming stringent defense effort, attempting at the same time to find a formula for maintenance of civilian production. Most of those attending (150 in all) agreed that civilian production of radio and television receivers may drop as much as 50% within the next year, mainly because of material shortages and diversion to defense requirements. January volume is down an estimated 18 to 20% over the peak period of 1950, but is still considerably higher than that of January one year ago, RTMA General Manager James D. Secrest said.

Defense orders, thus far spotty and spread unevenly among manufacturers throughout the country, are expected to gain in quantity and perhaps reach a steady high early next year.

Manufacturers believe the first quarter's production will be "good," with the decline becoming evident in the second quarter and a much sharper curtailment of civilian production occurring in the third and fourth quarters, Mr. Secrest said.

Just how much civilian production will be maintained is dependent upon the manufacturers, they themselves believe, inasmuch as only they can develop new models, designs, components and techniques which will circumvent the use of strategic materials. RTMA members assess cobalt, nickel and copper, in that order, as the most critically short materials used in manufacture of radio and TV receivers.

Whatever set production is going to be, however, RTMA believes there will be an adequate supply of radio receiving and cathode ray tubes to meet the demand. In addition, it can supply an expanding market with replacement and servicing tubes.

RTMA will send spokesmen before Congress to oppose Secretary

(Continued on page 38)

PEOPLES RADIO

Plans $150,000 Budget

PEOPLES Drug Stores, Washington, D. C., plans to spend some $150,000 per year for radio in the Nation's Capital, it was estimated last week.

The 73-store drug chain is adding a heavy schedule on WRC Washington to its $100,000 yearly 5-minute newscasts carried on the half-hour, round-the-clock, 24 hours daily, Mon.-Sat. and five on Sunday, over WWDC Washington. New schedule on WRC includes Mon.-Sat. 6:05-6:15 p.m. broadcasts by NBC Commentator Lief Eid and Mon.-Sat. 6:55-7 a.m. weather reports on Bill Herson's show [BROADCASTING • TELECASTING, Feb. 12]. The new placement begins March 5.

Peoples' WWDC contract, also for 52 weeks, started last October. At that time, the cost of the WWDC-Peoples' contract was estimated at $100,000.

Announcement of the WRC contract and estimated expenditure of $1,000 per week was made jointly by William R. McAndrew, WRC general manager; C. R. Sanders, advertising director, Peoples, and William D. Murdock, head of William D. Murdock Adv. Agency, Washington.

It is also understood that Peoples is seeking further television placement in the Washington market to add to its current $10,000 per month one-hour afternoon feature film Mon.-Fri. over WNBW (TV) Washington and its local sponsorship over WTTG (TV) Washington of DuMont's *Cavalcade of Bands*, Tuesday, 9-10 p.m., which is sponsored cooperatively by drug chains.

ABC BILLINGS

Saudek Sees TV Profit; AM Up

ROBERT SAUDEK, ABC vice president and assistant to the president, said last week that the network's television operations should show a profit this year, and predicted that radio will stage a "comeback."

Mr. Saudek spoke at a meeting of the Advertising Club of Boston last Tuesday.

He pointed out that television gross billings for ABC were $6,470,510 in 1950, compared with $1,391,991 in 1949. The present trend in TV time sales indicates that total billings for 1951 will be "well ahead" of those in 1950, he said.

In asserting that radio will have a good year in 1951, Mr. Saudek said some of the emotional reaction to TV which attracted advertisers to the medium in large numbers last year was beginning to wear off. He noted that the huge listening audience provided by radio is being reappraised by advertisers.

Drawn for BROADCASTING • TELECASTING by Sid Hix

". . . our hometown boys once again are captivated with rapture at the sweet strains of the Sergeant's serenade."

WRS JOINS BAB

Walter Benoit Signs For Group

ALL Westinghouse stations have joined Broadcast Advertising Bureau, Walter E. Benoit, vice president of Westinghouse Radio Stations Inc., announced Friday. The stations have not been members of NAB since 1945 (see NAB-BAB story page 27).

Outlets in the Westinghouse group are WBZ Boston; WBZA Springfield, Mass.; KYW Philadelphia; KDKA Pittsburgh; WOWO Fort Wayne, and KEX Portland, Ore.

In disclosing that WRS had signed a contract for membership in BAB, Mr. Benoit said: "Although the major, and constantly increasing use of broadcast advertising by the nation's leading advertisers proves it to be our greatest mass medium, nevertheless its story must be told and retold, its uses and capabilities explained and demonstrated, and new areas of effectiveness explored.

"The new plans of BAB to promote broadcast advertising aggressively and to work for a united front points to important results on behalf of the medium in this highly competitive field."

Mr. Benoit said that Westinghouse stations topped all previous time sales records in 1950. This achievement, he said, offers further proof of the results to be obtained by commerce and industry from broadcasting advertising.

Contract for WRS participation in BAB was signed with William B. Ryan, former NAB general manager, now BAB president.

Mr. Ryan

Mr. Benoit

RAYVE ACCOUNT

Names Cecil & Presbrey

LEVER BROTHERS' Pepsodent Div. has named Cecil & Presbrey, New York, to handle advertising for Rayve Home Permanent.

The latter account formerly was handled by J. Walter Thompson, which, however, will continue to service Rayve Shampoo.

Rayve Home Permanent currently is running hitchhikes on the *My Friend Irma* show (sponsored by Pepsodent) on CBS. The advertiser had its own network show, *Junior Miss*, on CBS, Saturday, which it dropped last December.

WORLD STATIONS

Got $10.8 Million in '50

ADVERTISERS paid $10,766,513 to World Broadcasting System member stations in 1950 for the use of recorded programs and features produced by World, the library transcription firm said in an annual report last week.

World, an affiliate of Frederic W. Ziv Co., said member stations received $7,823,893 from 8,041 sponsors of World's 30 quarter-and half-hour programs. The remaining $2,942,620 came from 7,385 advertisers for use of World feature program themes and jingles.

In an accompanying letter President John L. Sinn said if shortages should limit the number of new stations World can add, the firm will concentrate on maintaining its service to present affiliates.

AGENCIES NAMED

By American Safety Raz

AMERICAN Safety Razor Corp. Brooklyn, N. Y., effective immediately names BBDO, New York, a McCann-Erickson, same city, handle the advertising campaign its products previously serviced Ruthrauff & Ryan.

BBDO will take over the advertising for Treet and Blue Star razor blades. Spot radio will used for both accounts, BROADCASTING • TELECASTING learned.

McCann-Erickson, New York which has had a part of the Silver Star Blade Div., takes over the entire division after mid-March when the firm drops sponsorship its Chico Marx show, *The Sugar Bowl*, on ABC-TV. McCann-Erickson will continue to handle the firm's Robert Q. Lewis program *The Show Goes On*, on CBS-TV.

'BATTER UP'

Baseball Schedules Se

WITH spring's approach comes baseball and early bird announcements of radio coverage. WIND Chicago begins its radio schedule March 10 and WERC Erie, Pa. April 17. WFCI Providence also reports the pre-season signing of business.

WIND is covering the Chicago Cubs spring exhibition games. Sponsor is Esserman Motor Sales. The series includes nine contests of the National Leaguers, the station reports, with the first game between the Cubs and the Chicago White Sox at Pasadena. Contract was placed through Phil Gordon Agency, Chicago.

In Providence, WFCI has signed for exclusive coverage of Boston Red Sox games under the joint sponsorship of Narragansett Brewing Co. and the Atlantic Refining Co., two perennial baseball sponsors in New England. Station also announced renewal for a second year of *Jerry O'Brien—Sports Show* with The James Hanley Co. picking up the tab. Spots adjacent to Sox broadcasts also have been placed, WFCI adds.

WERC-AM-FM Erie is warming up to present all major league games of the Cleveland Indians. Charles E. Denny, general manager, announced. Broadcasts will begin April 17, and close Sept. 30.

George J. Mitchell, advertising executive of the Mitchell & Knepper Adv. Agency, added that the broadcasts would be sponsored by Firel Baking Co. and the Sanitary Farms Dairy.

New Daytime Serial

COLGATE - PALMOLIVE - PEET Co. will sponsor *King's Row*, new daytime serial, on CBS Monday-Friday, 3:15-3:30 p.m., beginning Feb. 26. Agency is William Esty & Co., New York.

NBC SALES DRIVE

SPAC Members Hear Plans

PLANS for an aggressive sales campaign were presented by NBC last week to its Stations Planning & Advisory Committee in what was described as an unusually—and unexpectedly — harmonious meeting of the committee with NBC officials.

The newly elected group, holding its first sessions, reportedly was assured that NBC's ill-fated proposal to reduce evening radio rates in TV markets has been definitely suspended. SPAC members said they were told that if the plan is revived, they will be consulted in advance.

Jack Harris, general manager of KPRC Houston, was elected SPAC chairman, succeeding Clair R. McCollough of the Steinman Stations of Pennsylvania and Delaware. John T. Murphy, TV director of Crosley Broadcasting Corp., was elected vice chairman. For the first time, separate radio and TV sessions were held, except for opening and closing meetings and joint luncheons. The sessions were held Wednesday and Thursday in New York.

The 1951 NBC convention site was tentatively moved from New Orleans to Boca Raton, Fla., because of inadequate accommodations in New Orleans. The convention is slated for Nov. 28-Dec. 1.

SPAC members said they found the radio sales and program presentation so impressive they asked NBC officials to take it on the road to representatives of affiliates throughout the country. A series of informal meetings is to be scheduled for this purpose, the first in Hollywood March 8. NBC Executive Vice President Charles R. Denny and Stations Relations Vice President Carleton D. Smith are slated to supervise the presentations.

Denny Presides

The radio meeting, with Mr. Denny presiding, encompassed a review of sales results to date, sales plans and sales prospects—including announcement that a top advertiser is seeking an additional half-hour morning strip, for which time clearances would be sought from affiliates.

In connection with the sales presentation, the radio group heard plans for an extensive research project to assemble more network radio sales data, and also was assured NBC would continue its cooperative advertising campaign this fall.

SPAC members also expressed belief that NBC programs have been materially improved and endorsed current program plans, particularly encouraging continued development of "strong but inexpensive" daytime radio program packages. They adopted a resolution praising *The Big Show*, Sunday evening 90-minute radio extra.

Other radio subjects included plans for celebration of NBC's 25th anniversary later this year, the status of current network-AFM negotiations, and promotion. The anniversary observance will formally begin June 1 and extend into December. Actual anniversary date is Nov. 16.

In the television sessions, with NBC Television Vice President Sylvester L. (Pat) Weaver Jr. presiding, the presentations ranged from summer business and program prospects to the new formula for allocation of network time on the coaxial cable, plans for improving quality of kinescopes and speeding their delivery, and a new NBC TV coverage study. Considerable attention was given to sports telecasting, particularly the NCAA's stand against live pickups of college football games.

Reviewing FCC's so-called "Blue Book" TV conference, scheduled for this spring, Vice President and General Attorney Gustav B. Margraf urged participation by all TV stations. The conference, he said, will enable television networks and stations to show their programming achievements on the official record.

The general session Wednesday was opened by welcomes from top network officials, including Board Chairman Niles Trammell and President Joseph H. McConnell. Other participants included William F. Brooks, vice president in charge of public relations, and Ernest de la Ossa, personnel director.

Well Attended

The meetings were attended by all SPAC members except C. Robert Thompson, WBEN Buffalo, who was ill. In addition to Chairman Harris, other radio members are B. T. Whitmire, WFBC Greenville, S. C.; Milton L. Greenebaum, WSAM Saginaw, Mich.; Howard E. Pill, WSFA Montgomery, Ala.; Ralph Evans, WHO Des Moines and WOC Davenport; S. S. Fox, KDYL Salt Lake City, and Richard O. Dunning, KHQ Spokane.

Television members are SPAC Vice Chairman Murphy; Martin Campbell, WFAA-TV Dallas, representing non-interconnected stations; E. R. Vadeboncoeur, WSYR-TV Syracuse, and Dean Fitzer, WDAF-TV Kansas City.

MEMBERS of the NBC Radio Stations Planning and Advisory Committee, at the New York meet, included (l to r): Standing, Richard O. Dunning, KHQ Spokane, SPAC secretary for radio; Milton L. Greenebaum, WSAM Saginaw, Mich.; B. T. Whitmire, WFBC Greenville; seated, Howard E. Pill, WSFA Montgomery, Ala.; Jack Harris, KPRC Houston, SPAC chairman, and S. S. Fox, KDYL Salt Lake City. [SPAC TV members photo on page 57.]

* * *

PICKET LANG-WORTH

AFRA Charges 'Unfair'

By PETE DICKERSON

BATTLE ROYAL between Lang-Worth Feature Programs and American Federation of Radio Artists began in New York last week when AFRA placed pickets outside the company's offices and notified stations throughout the country that the firm was on AFRA's "unfair" list and that union members were forbidden to work for it.

An injunction against the union's activities will be sought in an action to be filed "shortly" by Lang-Worth, according to the company's attorney, Walter A. Socolow of New York. Mr. Socolow charged that the strike was directed toward "non-labor objectives" and was "intimidating" the firm's customer stations.

AFRA national and New York local boards called the strike following refusal of Lang-Worth to sign the new transcription code [BROADCASTING • TELECASTING, Dec. 4, 1950]. A. Frank Reel, national executive secretary of AFRA, and Kenneth Groot, New York local executive secretary, alleged that the company had "broken a verbal promise to sign the contract" made at the time settlement was announced.

After two meetings for language changes and an interval for printing the code, it was signed early in January by all transcription companies that participated in the negotiations except Lang-Worth, the AFRA executives said. They charged that Lang-Worth had offered to sign if it were given a "special concession," making the code effective insofar as it was concerned on Feb. 1 rather than Nov. 1 as provided in the code and agreed to by other companies.

Lang-Worth Attorney Socolow alleged that the code as finally printed contained provisions to which the firm had not agreed during negotiations and that the code as it stood was in violation of the Taft-Hartley and Lea Acts and the common-law prohibition against restraint of trade.

Two aspects of the code in particular were singled out by Mr. Socolow.

Binding Clauses

First was a code provision requiring transcription companies to include clauses in their contracts with stations binding the stations to observe code provisions against broadcasting to a national network and dubbing from library service platters, at the penalty of being required to appoint a representative in New York, or send one, for arbitrations there, he said.

Seeing this clause as an attempt to get stations "over a barrel," Lang-Worth had refused to agree to its inclusion in the new code because its customer-stations were opposed to it, he said.

AFRA charged that Lang-Worth had agreed specifically to the provision.

Pertinent portions of the code read as follows:

Contracts With Third Parties: The producer shall not be responsible to AFRA or AFRA members for a breach or violation of this code by a third party to whom the producer has sold, leased or otherwise disposed of a transcription, if the producer in his agreement with the third party has included a provision expressly for the benefit of AFRA and AFRA members, requiring such third party to abide by all the provisions of this code with respect to such transcriptions. . . . In the case of library service producers the contract provisions shall be substantially as follows, or words to the same effect:

"(Third party) agrees with (producer) for the benefit of performers on library service transcriptions governed by the 1950-52 Code of Fair Practice for Transcriptions and Recordings for Radio Broadcasting Purposes to abide by the provisions of said code which prohibit dubbing

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McFARLAND BILL

Closed Testimony Today

By DAVE BERLYN

STAGE is being set on Capitol Hill for what may be a preliminary to the showdown on the legislative fate of the 1951 McFarland Bill.

At least two developments point to a probable highway junction in the FCC procedural bill's travels through Congress. These are:

1. FCC testimony slated for today (Monday) before the House Interstate & Foreign Commerce Committee.

2. Re-emergence of a so-called FCC "model bill" which reportedly will be submitted to the House group for consideration with the McFarland measure.

The key communications committee in the lower chamber starts molding its radio platform today by hearing FCC Acting Chairman Paul A. Walker, who is scheduled to explain essential broadcast legislation pending before the committee.

Closed Session

Since the committee is in executive session, all talk will take place behind closed doors.

Broadest plank in the committee's platform most likely will be its stand on the McFarland legislation (S 658), passed by the Senate a fortnight ago, early in the first session of the 82d Congress [BROADCASTING • TELECASTING, Feb. 12, 5, Jan. 29].

To be determined is what action the committee will take on the measure, which provides for the functional realignment of the FCC, embracing broadcast activities of the Commission, and generally regarded as the major radio legislation before Congress, as it has been for a decade.

The marker placed in the flowing field of speculation was the report last week that FCC is readying a slightly modified version of its model bill which it sent to the House committee during the last session of Congress. It then dealt with the ill-fated S 1973, also authored by Senate Majority Leader Ernest W. McFarland (D-Ariz.) [BROADCASTING • TELECASTING, March 6, 1950].

That document, devised as a guide for broadcast legislation, disclosed a dichotomy among FCC members over their staff's proper role in Commission affairs. This controversy was drawn from extensive comments accompanying the model bill which presented FCC's own views of how it should conduct its operations.

It aligned five Commissioners against one with the dispute centering over the majority's insistence on access to staff expert know-how in any pending case at least until the hearing is held.

FCC Chairman Wayne Coy and Comrs. Walker, E. M. Webster, George E. Sterling and Frieda B. Hennock took the position then that public interest would suffer if Commissioners could not consult at will with staff members before hearings are held on contested cases. Comr. Robert F. Jones dissented on the grounds such advice should be placed on the record at hearings and not before. Comr. Rosel H. Hyde, who was attending a NARBA conference, did not take part.

Other Changes

Under the model bill, other changes would have been made in the McFarland measure, such as:

Extend reorganizational time limits; permit the so-called buffer staff that would function between Commission and regular staff to advise the Commission; eliminate proposed deadlines for FCC action on applications; scuttle the McFarland proposal that filing of a protest against a grant would automatically stay its effectiveness; retain "double jeopardy" provisions of the present law's anti-trust sections; delete job-jumping provisions; chuck out a McFarland provision that would grant a renewal if it would serve the public interest; broaden a proposed specification of "legal" assistant for each Commissioner to "professional."

Matching the latest move from within legal environs of the Commission is the statement by Chairman Coy to Sen. McFarland and Senate Commerce Chairman Ed C. Johnson (D-Col.), that he was "anxious" that some radio procedural bill be enacted by the Congress.

This brings up the possibility that the House committee may follow the course of scheduling extensive hearings on the McFarland Bill with consideration of the FCC version, and report out a bill destined for joint Senate-House conference where differences could be ironed out.

There was no indication late last week whether Comr. Walker would be accompanied by other members of the Commission or staff, although the committee had indicated it would welcome such appearances or statements.

Controversial Issues

By late Thursday, it was believed that the closed door session would touch upon such controversial issues as the signal controls bill (see story page 31); NARBA (currently pending Senate ratification); color television, and allocation of UHF-VHF channels to educational institutions (Rep. James I. Dolliver, Iowa Republican and member of the House committee, has introduced a resolution on the latter and has requested a full-dress inquiry into the color problem).

Main purpose of the committee meeting is twofold, it was explained:

(1) To give the committee background on top radio issues within its realm of interest, and (2) to lay groundwork for the setting up of priority on radio bills.

Chairman Robert Crosser (D-Ohio) already has formulated with his House committee a procedure whereby the Committee chairman, the ranking minority member (Rep. Charles Wolverton, New Jersey Republican) and the second ranking majority member (Rep. Lindley Beckworth, Texas Democrat) would sift bills sent to the committee. This would set the precedence for the group to take up committee bills.

Included among the bills already referred to the committee are Rep. Harry R. Sheppard's (D-Calif.) measures (HR 10, 73) to require network licensing by FCC and take away control of rebroadcasting rights from networks and give them to sponsors or originating stations [BROADCASTING • TELECASTING, Jan. 8].

FRANK STANTON (l), **CBS president, makes James B. Conkling, new president of Columbia Records Inc., feel like one of the CBS family at Mr. Conkling's official welcoming ceremony.**

CD PLANNING

Communications' Role Emphasized

By JOHN OSBON

COMMUNICATIONS and other services were characterized as the "operational troops" of civil defense in closed-door meetings last week in Washington between state defense directors and officials of the Federal Civil Defense Administration.

Directors converged on the agency Monday for briefings on the progress of federal planning touching on the role of broadcast stations, amateur radio operators and other groups.

Almost simultaneously, FCC had completed and passed on to the Dept. of Defense and CDA the second, or final phase—covering operational functions of stations—of its projected plan for the broadcasters' role in an all-out national emergency. FCC had previously completed a study on the "alerting system."

Whether stations would be permitted to remain on the air in the event of imminent or actual hostilities—and how long—remained a conjectural issue at week's end, since details of the project were "highly classified" [BROADCASTING • TELECASTING, Feb. 12, Jan. 15].

Officials of the Civil Defense Administration said they had not had an opportunity to analyze the proposal, which the Commission prepared at the request, and for the approval, of the Air Defense Command in Colorado Springs, Col. On the command's final decision, when forthcoming, hinges a meeting of government and industry representatives, to be called at FCC's initiative.

Broadcasters' Role

For that reason, state civil defense directors could only be told last Monday that the question of broadcasters' participation on local level—and of "radio silence"—is "still under study" by the Commission and Air Force, representing the Dept. of Defense (see story, page 31).

Robert Burton, CDA communications director, explained in answer to questions that FCC is working on regulations governing licensing of amateur frequencies for civil defense use [BROADCASTING • TELECASTING, Jan. 22].

Description of communications as one of the "operational troops" of civil defense was given by G. R. Gallagher, deputy assistant administrator, who stated the government has the clear responsibility to offer the states guidance in organizing, training and equipped these forces. A communications or technical manual will be among those booklets slated to be issued by CDA in the near future, probably by March 1.

Also recommended, for the sake of national uniformity, were insignia or designations for communications and other service personnel. They would bear the name of the state within a blue circle.

An offshoot of the whole civil defense problem revolves around the question of whether governors could seize radio stations and newspapers in time of war as indicated in President Truman's model plan for state civil defense. Mr. Burton, commenting on published reports, pointed out that the answer would rest solely with the state according to legislation it had passed. The model bill [BROADCASTING • TELECASTING, Sept. 25, 1950] is contained in an advisory

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HAVERLIN IN LEAD

Heads List for NARTB Presidency

By J. FRANK BEATTY

THE NAME of Carl Haverlin, BMI president, is believed to head a list of NARTB (NAB) presidential nominees that will be submitted today (Monday) to the new NAB TV board of directors.

Mr. Haverlin

Consideration by the TV board of the presidential list marks the first sounding of member and non-member sentiment on the selection of an operating president for the projected National Assn. of Radio & Television Broadcasters.

Meeting in New York, the TV directors will start organizing the video side of the combined radio-TV association. Besides going into organizational details, dues and the ASCAP situation, the TV board will be given a list of presidential nominees picked by a special eight-man committee named Feb. 2 by the NAB board at its Florida session [BROADCASTING • TELECASTING, Feb. 12, 5].

Well over a score of names have been considered by the eight-man group, which has power to sign a contract. The group will not act, however, before the NAB membership votes on revision of the by-laws and it may decide to submit its recommendation for a president to the NAB board during the NAB's April convention.

Many Developments

Trend of committee sentiment in Mr. Haverlin's direction marked a week in which:

- BAB rocked the industry by signing Westinghouse stations, not NAB members (story page 24).
- Concern developed over abandonment of historic name "NAB" for "NARTB."
- Interest in convention exhibits indicated annual show will go on as usual.
- Ballots for by-law revision were mailed to NAB members.
- Frank U. Fletcher, WARL Arlington, Va., NAB director, was proposed as NAB general counsel.

Signing of Westinghouse stations by Broadacst Advertising Bureau came as William B. Ryan, BAB general manager, started preparation of a membership drive and planning for greatly expanded sales promotion activities. He will submit an operating program to the BAB board at its March 1 meeting.

Work is practically complete on expansion of the BAB board from five to 25 members. All but one station director had been named and networks had about completed appointing their board members. Names of all directors may be announced in a day or two.

Addition of Westinghouse stations—six in number—provides BAB with a flying start as it opens a membership drive. Westinghouse dropped out of NAB in 1945 shortly before the present administration came into power apparently disagreeing with policies and the handling of promotion for the 25th anniversary of radio.

No one at Westinghouse would comment on attitude of the group toward the new NARTB but the WRS announcement of BAB affiliation spoke glowingly of BAB's plans to promote broadcast advertising.

It also was impossible to gain an idea of the Westinghouse policy toward the new TV side of NARTB.

The formal job of obtaining membership vote on the new NARTB by-laws was started Friday when ballots and explanatory statements were mailed to the 1,200 aural and 44 TV members of NAB. These ballots are returnable as of midnight, March 3. Results will be tabulated and announced March 5.

Interest continued to run high in the presidential race. Among names to be submitted to the TV board today besides Mr. Haverlin may be Eugene S. Thomas, WOR-TV New York, chairman of the NAB TV board; Paul W. Morency, WTIC Hartford, and Mr. Ryan, who resigned the NAB general managership to accept the BAB presidency. Perhaps a score of names have been scanned by the eight-man presidential committee but committeemen explain that all discussions have been of a preliminary nature.

Not Approached

Mr. Haverlin told BROADCASTING • TELECASTING he had not been approached by any committee. "I have not received any offer," he insisted, but within the committee it was indicated he had been approached informally. Asked directly if he would accept the NARTB presidency, if offered, Mr. Haverlin declined comment.

Mr. Haverlin joined BMI as vice president April 15, 1940. Three years later he moved to Mutual network as vice president and returned to BMI as its first paid president in 1947. He had entered radio in the '20s via KFI Los Angeles where he rose to a sales managership.

He knows thousands of broadcasters through the BMI and Mutual contacts. Since BMI's formation he has attended a high percentage of NAB district and state association meetings to stimulate station interest in the industry-operated music copyright organization.

The whole presidential problem will be considered Feb. 27 or 28 at a meeting of the eight-man committee, to be held in New York just prior to the BAB board session.

Judge Justin Miller, NAB president who has been promoted to NARTB board chairman, is also chairman of the BMI board. Mr. Haverlin serves as BMI president without contract. The NARTB presidency would be for a three or five-year term.

Waiver Asked

Last week Judge Miller wrote NAB board members asking their opinion on a proposal that board policy be waived to permit appointment of Mr. Fletcher as general counsel, a vacant post since Don Petty's resignation became effective at the year end.

Judge Miller, in suggesting the possibility of retaining Mr. Fletcher for the general counsel position, requested directors to specify their views on continuance of Mr. Fletcher's name in the law firm of Fletcher & Midlen though he would not be active in the firm and would devote fulltime to the NAB duties. He also pointed to the board policy against appointment of staff officials having an interest in a broadcasting station.

When NAB's TV board meets today at the New York Advertising Club Dr. Kenneth H. Baker, NAB research director, will sit as guest to advise in setting up a TV dues schedule. TV members are to raise $150,000 for the first fiscal year, starting April 1, with $50,000 going to NARTB for overhead and departmental services.

Plans for a membership drive in which effort will be made to sign all 107 TV stations will be considered after the dues matter is settled. Staffing of the TV operation and the ASCAP problem are on the day's agenda. ASCAP interest centers in terms of a per program license and ASCAP's announced intention to issue its own licenses without further consultation with TV broadcasters [BROADCASTING • TELECASTING, Feb. 12, also see story page 23]. Final agenda item will

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ROGER W. CLIPP (second, r), WFIL Philadelphia general manager, is presented the first Citizen of the Month award from the Philadelphia lodge of the Loyal Order of Moose for contributions to radio and TV. Presenting the award is John "Ox" DaGrosa, head, Philadelphia lodge, while Don Kellett, WFIL-TV executive; Charles Lowenthal, chairman of the Moose selection committee, and John Scheuer, assistant to Mr. Clipp, proudly look on.

AFM-NETWORKS

Music Parley Deadline Moved to Feb. 21

EXTENSION of AFM-network negotiations deadline from Feb. 15 to Feb. 21 was announced in New York last Thursday at the close of a second week of meetings. Both sides have refrained from public comment since AFM President James C. Petrillo announced union demands at the first of the high-level conferences Jan. 31 [BROADCASTING • TELECASTING, Feb. 5] and undertook to negotiate local as well as national AFM-network contracts. The present contract expired Jan. 31.

No formal network counter-proposals thus far have been agreed upon among the network representatives themselves, it is believed. Union-network meetings are understood to have remained on a plane of general discussion without coming to grips on specific issues. However, it is thought that two issues —the use of recordings and the production of TV films—have been uppermost even in the general discussions.

Following meetings on Monday, Tuesday and Wednesday network negotiators requested Thursday "off" for a caucus. The question of a Friday meeting was left undecided.

Any agreement reached before Feb. 21 midnight, the networks have agreed, will be retroactive to Feb. 1.

Twelfth Year of Radio Good Will...

'The Telephone Hour'

ON THE third Monday in April, a shimmering musical chord—the opening strain of the "Bell Waltz"—will ring in the 12th year of one of the most honored and promotionally successful programs on the air, *The Telephone Hour*.

Inaugurated in 1940 to explain in its commercials the policies of the Bell Telephone System and to clarify the intricacies of the system's physical operation, the program has become in its content a musical institution of the first rank, reaping incalculable good will from the taste and stature of its presentations.

Heard over 156 NBC stations, Monday, 9-9:30 p.m., the program has featured many of the finest vocalists and instrumentalists in the world, and has introduced a great number of promising new artists. It is heard by 7 millio families monthly.

Cost of the weekly program t the Bell Telephone System i $1,220,000 annually, with $670,00 representing the cost of time an the rest going to talent. Expens of the program is borne by the 2 operated companies of the Bel Telephone System, together wit Western Electric (the manufactur ing and supply organization) an the Bell Telephone Labs. Each Bell entity is assessed for the sho on the basis of its gross revenue for the preceding year.

Voorhees Helped Start First Series

Now originating from NBC Studio 6 A in Radio City, New York, the show was first broadcast on Monday at 8 p.m. from the Cathedral studio of the old NBC headquarters at 711 Fifth Ave. Donald Voorhees, distinguished American conductor, helped launch the series

* * *

ADVERTISER, agency and network combine talents to make *The Telephone Hour* an outstanding radio institution: LEFT PHOTO: Representatives of the Bell System directly responsible for the program (l to r) Will Whitmore, radio advertising manager; John Bornholdt, radio advertising supervisor, and John M. Shaw, assistant vice president, all of American Telephone & Telegraph Co. CENTER PHOTO: Personnel comprising the N. W. Ayer & Son staff on the program includes James E. Hanna (seated), vice president in charge of radio-TV, and (standing l to r) Paul Kizenberger, timebuyer; Gordon Braine, director of radio-TV research; Shirley Stone, research; John B. Hunter, vice president and supervisor of service; Raymond F. Jones, service representative; Wallace Magill, producer and director; Barbara Curham, assistant to Mr. Magill; John Caldwell, radio-TV copy chief, and Joseph Stauffer, radio supervisor. RIGHT PHOTO: NBC Producer Paul Knight (standing) and Engineer Don Abbott (foreground) go into action as Mr. Magill signals from the control room to start *The Telephone Hour*. Beside Mr. Magill is his assistant Miss Curham.

and has continued as musical director of the 57-piece Bell Telephone orchestra. Mr. Voorhees composed the celebrated "Bell Waltz," the program's theme.

The first soloists were Francia White and James Melton who appeared weekly with the Bell Telephone orchestra. The program also featured a chorus, trained by Ken Christie, who still directs the Bell Chorus whenever it is scheduled. This format continued through the first two years of *The Telephone Hour*.

The program moved into Radio City in October 1941 when the sixth floor studios were completed, and almost at the end of the second year, moved to the 9 p.m. period Monday.

At the beginning of the third season, April 1942, *The Telephone Hour* inaugurated the "Great Artists" series with Jascha Heifetz as the first soloist. This new format featuring the Bell Telephone orchestra and a different soloist each week has remained in effect.

Artist List Changes Frequently

The list of artists changes from season to season but among those who were heard the first season and who are still on the schedule are Mr. Heifetz, Lily Pons, John Charles Thomas and Marian Anderson. Other noted artists who have made periodic appearances are Ezio Pinza, Robert Casadesus, Jose Iturbi, Nelson Eddy, Gladys Swarthout, Bidu Sayao and Fritz Keisler, who for years had been a "holdout" against radio until he made his debut on the program.

Among the noted American radio debuts presented on *The Telephone Hour* was that of Ferruccio Tagliavini, Italian tenor who became an overnight sensation with his broadcast early in 1947.

Excellence of the Bell Telephone orchestra is attributed to the high calibre of its members who have played with the leading symphonies of the world and to continued membership of many of the musicians.

Among the original members still playing with the orchestra is Yacob Zayde, concertmaster. There are 35 other musicians who helped start the series and who are on the current roster. Four more of the present members joined the program within its first season.

The Telephone Hour does not travel and originates outside of New York only when an artist has West Coast commitments in which case the program is aired from Hollywood. The one exception occurred in October 1947, when the broadcast originated in Chicago to help celebrate the golden jubilee of the United States Independent Telephone Assn.

Since early 1950, *The Telephone Hour* has occasionally broadcast from Carnegie Hall, the first date being April 10, on the 10th anniversary program.

Floyd Mack, the original *Telephone Hour* music commentator, continues in this role. The first commercial announcer was Warner Anderson who left for Hollywood and the movies in the spring of 1942 and was succeeded by Tom Shirley who has remained with the program.

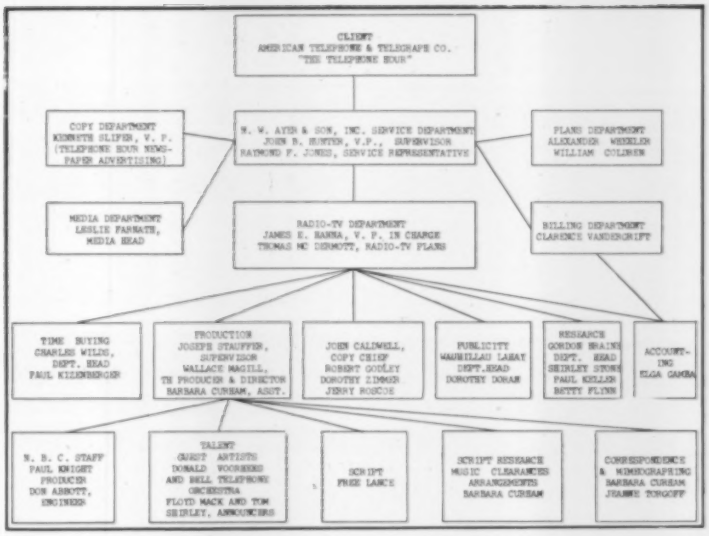
The first *Telephone Hour* producer was Arthur Daly who was followed by the present producer, Wallace Magill, in November 1941.

The Telephone Hour has received many awards and Mr. Voorhees has been given two honorary music degrees in recognition of his work. Among the awards acquired by the show are the following:

George Foster Peabody award in 1944; *Musical America* critics' poll, 1950; best musical program, *Radio & Television Best* "Michael," 1950; American Legion Auxiliary Award, 1950; *Saturday Review of Literature*, 1950; *Motion Picture Daily* poll, 1946-'48-'49-'50; *Cleveland Plain Dealer* poll, 1948; *Radio Life*, 1948; *San Diego Journal* poll, 1947 and *Des Moines Tribune*, 1947.

Two films have been made of *The Telephone Hour*, one featuring Josef Hofmann with Donald Voorhees and the Bell Telephone orchestra and the other featuring

(Continued on page 37)



Agency set-up for handling The Telephone Hour.

* * *

RADIO SUCCESS

RESEARCH, analysis, constant study and adhering to information learned from these methods are elements which have gone into keeping Signal Oil sponsored *The Whistler* on CBS consistently among the highest rated shows on the Pacific Coast, according to Ed Bloodworth of Barton A. Stebbins Adv., Los Angeles agency handling the account.

Mr. Bloodworth was one of a panel of four agency representatives giving brief case histories of radio successes last Tuesday at the "Radio Pays, And How" session of the Southern Calif. Chapter, American Assn. of Advertising Agencies, at Chapman Park Hotel, Los Angeles. Other speakers at the session, fourth in a series of six boosting various advertising media, were Russ Nagel, merchandising director, Erwin, Wasey & Co., who spoke on Carnation Co.; Carl K. Tester, president, Philip J. Meany Co., on Asthmador, and John McCarthy, Los Angeles, manager of Glenn Adv. Inc., on Fritos.

Success of *The Whistler* has been no hit or miss proposition at any time in its eight year history, Mr. Bloodworth pointed out. Before the program was put on the air the agency made surveys as to what type of programs enjoyed most popularity. Since its inception, the agency has kept a constant check on the show, analyzing each one as to elements going into it, keeping ratings and checking to see which elements made for high ratings.

Through such careful checking, the agency has learned that program ratings go up when they abide by information gathered from various charts so diligently maintained on the program, Mr. Bloodworth said.

Mr. Tester

Mr. McCarthy

"There is no question what radio has done for Fritos," Mr. McCarthy told the group. He traced spot radio's importance in building Fritos from a kitchen operation to an industry hitting a $15 million annual sales mark.

Radio's success in opening up the deep south market for Asthmador was told by Mr. Tester. The agency, which had been using other advertising media, discovered that the product was not doing well in that area and decided to initiate a radio campaign, he said.

Starts Spot Drive

An intensive two-month transcribed radio spot campaign on 75 stations of the Keystone network was used, resulting in a tremendous upsurge of business. A survey conducted in the area following the campaign revealed that 259 out of 312 drugstores now carry the product.

Related at Ad Meet

Reviewing the history of one of the outstanding radio success stories, that of Carnation Co., for its evaporated milk, Mr. Nagel pointed out that consistent use of network radio in *Carnation Contented Hour* was the main contribution in making each year's total sales higher than those of the preceding year. The program, Mr. Nagel said, has been on the air since 1933, undergoing only one major change in format a few years ago when it was brought from the classical to the popular format in order to meet what it considered the level of sales prospects. Based on success the firm has enjoyed through using the medium, Mr. Nagel concluded that "radio will continue to be the basic medium for Carnation for a long time to come."

Neally Reviews

Prior to the panel discussion Andrew W. Neally, vice president and general manager, BBDO, Los Angeles, and chairman of the board of governors of the Southern Calif. AAAA chapter, gave a brief review of the radio picture. In 1950, he stated, over 1,200,000 new radio homes were added from the previous year; $448,200,000 was spent in radio advertising, an increase of 5½% over previous years; 14,589,000 radio sets were manufactured, nearly twice the number of television sets.

Special guests at the session included members of the Southern Calif. Broadcasters Assn. and of the Los Angeles section of National Assn. of Radio Station Representatives.

One of a Series

TRANSITCASTS

D. C. Court Hears Arguments

TRANSIT RADIO stood on its record of wide public acceptance last Wednesday when facing complainants in oral argument before the U. S. Court of Appeals for the District of Columbia. The proceeding is considered a precedent case on which the future of the medium may hinge.

The suit, filed by Washington attorneys Franklin S. Pollak and Guy Martin, contends the "captive audience" nature of transit radio violates the First and Fifth Amendments of the Constitution. The appeal stems from an earlier action of the District Court there.

The lower court, dismissing complaints by appellants and others, upheld the D. C. Public Utilities Commission's dismissal of its investigation of the broadcasts of WWDC-FM Washington to Capital Transit Co. vehicles. PUC, acting in December 1949, declared it did not find the broadcasts "inconsistent with public convenience, comfort and safety" and made no determination on the issues of personal or private rights.

Hits PUC Action

Paul M. Segal, Washington broadcast attorney, who argued in behalf of Messrs. Pollak and Martin before the appeals court, told Presiding Judge Henry W. Edgerton and Associate Judges David L. Bazelon and Charles Fahy that the PUC improperly had failed to rule on the Constitutional issues. He pointed out that as a condition of riding, transit passengers must listen to transit radio programs—this "forced" attention thus being "sold" to advertisers.

Judge Edgerton interposed there is a difference between the words "listen" and "hear," asking: "Isn't that an exaggeration?"

Mr. Segal acknowledged the difference, explaining it varies with the individual. He proceeded to cite cases recognizing the "aural aggression" of "compelling sounds" and noted the Supreme Court has recognized that the First Amendment is a two way street—the right to listen or not to listen being the same while the right to transmit advertising or entertainment is not covered.

Mr. Segal argued that if the bus company required passengers to read newspapers as a condition to riding, the problem "wouldn't appear so difficult," but the principles are the same. He charged this "forced listening" takes away personal liberty and property, depriving the passenger of the free use of his faculties.

There is no other technical device, Mr. Segal said, in which attention is "required." The rider "can't escape," he said. Transit radio is the only advertising medium known that can "guarantee" its audience, he told the court.

Mr. Segal indicated there would be no objection to transit radio if passengers could use or not use individual head sets rather than being "forced" to listen to the loud speakers. He suggested this as a possible solution to the problem and felt the cost would not be too great.

"But this pulls out the carpet" from under transit radio since it "destroys" the "audience guarantee," he said.

Capital Transit Co.'s counsel, Daryal A. Myse, told the court the appellants ignored the fact that 90% of the general public is not opposed to transit radio, as proved during the PUC hearing in 1949.

Challenged by Judge Fahy whether this 90% was of those "voting" rather than the "general public," Mr. Myse explained the figure was representative of the general public because it was based upon a "scientific poll." To further questioning, he said the poll was financed by the transit radio group.

Judge Edgerton recalled the Washington *Post* had conducted a poll, in which less favorable results were obtained. Mr. Myse indicated the *Post* poll was "haphazard."

Mr. Myse pointed out that even the "3% minority" opposed to transit radio actually are benefitted subconsciously by the "soothing music."

He noted the PUC hearing did not deal with "private rights," but rather was required by law to consider "public" comfort, convenience and safety. If private rights are hurt by transit radio, he suggested the proper legal remedy is in petition for court injunction rather than the instant proceeding. It was disclosed a bid for injunction is pending in the lower court.

Mr. Myse told the judges the PUC actually found that transit radio tends to improve comfort and safety factors. He noted that buses with radio have better safety records than those which do not.

Judge Edgerton suggested that if 90% of the passengers wanted to buy popcorn on the vehicle could the transit company legally require all passengers to buy a bag of popcorn in addition to the fare?

Mr. Myse answered the company cannot compel passengers to pay anything above the fare authorized in the PUC regulations.

Pursuing the idea further, Judge Edgerton asked if the company could compel all to hear something the majority wanted to hear.

Sees No Compulsion

The transit firm attorney said he did not consider compulsion to be involved since there is a difference between hearing and listening. He said the PUC record shows no one is forced to listen since there is a "conscious choice" factor involved. To another question, he explained the vehicle operator cannot control the volume of the speakers, which are checked by experts, but can turn them either on or off.

Judge Bazelon asked if the operator legally could call the passengers' attention to car card advertising. Under the PUC statutes as they are now constituted, Mr. Myse said he could.

Judge Edgerton interjected the court took "judicial notice it is an obvious, universally known fact that it is easier not to read than not to listen."

PUG's attorney, Lloyd B. Harrison argued the question is not whether the programs are "desireable or undesireable" but rather

(Continued on page 38)

ADVISORY UNITS

Goodwill Stations Set Up Councils

SO that the Goodwill Stations might better serve the public interest, as a "giant mirror, reflecting back to the community its desires and necessities, its hopes and accomplishments," special advisory councils are being set up at headquarters of each of the three stations.

In announcing the project last week, John F. Patt, president of the Goodwill Stations, revealed that completed councils of representative citizens in the fields of business, labor, government, religion, education, etc., are already serving at WJR Detroit and WGAR Cleveland. The board for KMPC Los Angeles is near completion and should be announced later this week.

Station general managers — Worth Kramer (WJR), Carl George (WGAR), Bob Reynolds (KPMC) —have cooperated with Mr. Patt in the project which is in accordance with a resolution passed at a directors meeting last December.

In operation, the councils will exchange representative views on how the broadcasting needs of its area can be best served. Each council will meet with officers and station department heads at least once a year.

Mr. Patt pointed out that it has always been the practice of Goodwill station personnel to be active in civic affairs, to "offer assistance or leadership as may be required, and to give generously of our time and talents to every representative worthy project." Adding that the continuance of this practice will be encouraged, he ventured his belief that "we can get a better overall picture by inviting representative leaders to sit in with us. We like to think of each of our stations operating much as a giant mirror over the area it serves, reflecting back to the community its desires and necessities, its hopes and accomplishments."

The WJR advisory board is as follows:

Francis X. Martel, president, Detroit and Wayne County Federation of Labor; Murray D. Van Wagoner, consulting engineer; Charles Figy, director, Michigan Dept. of Agriculture; Donald S. Leonard, commissioner, Michigan State Police; Harvey Campbell, executive vice president, Detroit Board of Commerce; Judge D. J. Healy, Probate Court, Juvenile Division; Mrs. Clyde E. Bickel, radio chairman, Michigan State Federation of Women's Clubs; Boniface R. Maile, national commander, Disabled American Veterans; John C. Dancy, executive director, Detroit Urban League; Edgar A Guest, Detroit *Free Press*; John A. Hannah, president, Michigan State College; Harry Klingler, vice president, General Motors Corp.

At WGAR the board is:

Ellsworth Augustus, director, Civilian Defense; Mark C. Schinnerr, superintendent of schools, Cleveland; Judge Perry B. Jackson, Municipal Court of Cleveland; Raymond L. Spoerri, executive secretary, the Cleveland Church Federation; Fred P. Stashower, vice president, Lang, Fisher & Stashower Inc.; Mrs. Walter V. Magee, vice president, Ohio Federation of Women's Clubs; James Myers, president, Cleveland Graphite Bronze; Sam Sponseller, regional director, CIO.

EXECUTIVES of Swift & Co., Chicago, are honored at a luncheon marking the company's 10th year of sponsorship of the *Breakfast Club* on ABC. Present are (l to r) Vernon Beatty, director of advertising for Swift; Otto Stadelman, vice president and media director, Needham, Louis & Brorby; Don McNeill, emcee on the show; A. H. Gunn, vice president, J. Walter Thompson; John H. Norton Jr., ABC Central Division vice president, and A. W. Sherer, vice president, McCann-Erickson.

SIGNAL SILENCE?

Industry Prepares Stand

MILITARY proposal which would give the President sweeping power to "control" radio and television broadcasting and other "electromagnetic radiations" whenever he deems it advisable in "the interest of national security" will receive a thorough airing on Capitol Hill this week [BROADCASTING • TELECASTING, Feb. 12].

Industry and government officials were preparing their stand on the controverted Defense Dept. plan, on which the Senate Interstate & Foreign Commerce Committee will hold hearings starting this Wednesday. Technically, the committee will hear views on legislation (S 537) sponsored by its chairman, Sen. Ed C. Johnson (D-Col.) at the request of the Defense Dept.

Authorities said that if members can sit through without interruptions, the hearing may last only one day. It was held possible, however, that the sessions may extend to Thursday and possibly Friday.

The hearings will be open, notwithstanding the security aspects of the far-reaching proposal, inasmuch as Sen. Johnson is known to favor placing all comments of the military and FCC "on the record."

NAB to Appear

At week's end it appeared that industry would participate through NAB and probably Radio-Television Mfrs. Assn., while officials of FCC, the Air Force and the Federal Civil Defense Administration indicated they would submit their respective agency's comments.

NAB will be represented by President Justin Miller, who is expected to set forth the association's policy with regard to the bill; Engineering Director Neal McNaughten, who will discuss the technical phases, and Ralph Hardy, government relations director, who will broach the measure from the local station angle.

RTMA had indicated informally that it would file its views, probably reflecting a general stand rather than commenting on specific issues.

Both FCC and the Civil Defense Administration are known to be plainly skeptical of certain provisions of the proposal—but for different reasons. And industry authorities, while conceding that the military must hold supreme in time of actual crisis, feel that the power must be clearly delineated and not allowed to encompass all situations short of crisis [BROADCASTING • TELECASTING, Dec. 25, 1950].

Comr. George E. Sterling, considered an expert in the radiations field, will offer the Commission's reactions on the plan which would, in effect, extend Sec. 606 (c) of the Communications Act. Representing the military will be Maj. Gen. Francis L. Ankenbrandt, USAF.

Civil defense officials said late Thursday that the agency's legal counsel had studied the bill and planned to confer with Dept. of Defense officials before deciding whether to appear. Some CDA authorities are reported to be displeased with the proposal which would lay the groundwork for silencing or "distorting" radio signals the military feels might serve to guide bombers of missiles to U. S. targets.

Called 'Nerve System'

Communications has been described as the "nerve system of civil defense" by the President and civil defense agency.

The issue of radio control also was slated to arise today (Monday) in the lower chamber of Congress. Paul A. Walker, FCC acting chairman, will be asked to give his views on the legislation when he appears in closed session before members of the House Interstate & Foreign Commerce Committee on important issues now pending before it (see separate story, page 26).

The committee wants to hear specifically whether the plan would involve an amendment to the 1934 Communications Act; an explanation of the measure, and why present provisions in the act are not adequate. There has been some speculation that the Senate committee may report out the bill in the form of an amendment to the Communications Act, if necessary, rather than enact new legislation.

Technically, the House Commerce Committee at present has no jurisdiction over the plan—or the companion bill introduced in the House by Rep. Carl Vinson (D-Ga.). The measure has been referred to the Armed Services Committee, of which Rep. Vinson is chairman and which had taken no action on it.

As currently written, the bill would empower the Chief Executive to control radio-TV broadcasting and radiations from industrial heating plants and diathermy machines "in time of war, national emergency, or whenever the President deems it advisable in the interest of national security" [BROADCASTING • TELECASTING, Jan. 8, et seq.].

The latter fields are not covered in the Communications Act, nor are there express provisions for penalties which, under the military plan, would be a maximum $50,000 fine or five years imprisonment, or both, for corporations "knowingly" violating security. That section, which would amend the U. S. Criminal Code, also carries provision for compensation to owners of such equipment, to be set by the President.

Authorities also point out that the phrase, "in the interest of national security," is broader in some respects than the pertinent section of the Communications Act, which reads:

> Upon proclamation by the President that there exists war or a threat of war or a state of public peril or disaster or other national emergency, in order to preserve the neutrality of the United States, the President may suspend or amend, for such time as he may see fit, the rules and regulations applicable to any or all stations within the jurisdiction of the U. S. . . . and may cause the closing of any station for radio communication and the removal therefrom of its apparatus and equipment, or he may authorize the use or control of any such station . . . by any department of the government under such regulations as he may prescribe, upon just compensation to the owners.

RADIO-TV ROLE

Civil Defense Mobilization Plans Take Shape

EXTENSIVE plans to mobilize radio-TV activity on behalf of the nation's civil defense program are expected to take shape in the next fortnight within the newly-created Audio-Visual Div. of the Federal Civil Defense Administration.

Heading the division, which operates within CDA's Public Affairs Office, is Jesse Butcher, former radio and agency executive, who joined the agency last month [BROADCASTING • TELECASTING, Jan. 22].

Mr. Butcher is supervising a four-pronged operation — radio, television, motion pictures and publications—each of which will have its own director when plans materialize and candidates for the posts are screened in line with loyalty provisions for setting up the administration.

Mr. Butcher's division will formulate programs for radio-TV activity on the national level. In this connection, the division is expected to work with the Advertising Council and other groups to put across campaigns with specific themes evolved by the federal civil defense agency. Arrangements to issue motion pictures for use in theatres already have been completed.

Choices to head up the radio and TV sections had not crystallized last week, but it was learned that at least one TV director from a Washington station would join around March 1.

Radio-TV Campaign

Howard Johnson already has been named to direct the motion picture branch. The Public Affairs Office of CDA is headed by John DeChant.

The radio-TV campaigns will be promoted by special programs and spot announcements, with a possibility of enlisting cooperation of the Advertising Council. Additionally, arrangements will be made from time to time for radio-TV appearances by key civil defense officials, including Administrator Millard F. Caldwell Jr.

Themes are expected to follow those already indicated for the film branch, with stress on such topics as atomic survival, biological warfare, fire-fighting, first aid and others.

Mr. Butcher has enjoyed a varied radio background in both the network and station fields as well as in agency operations. He started his radio career with the *New York Times* and later went on to hold positions with NBC and CBS public relations, West Coast office of Kenyon & Eckhardt Inc. and KMPC Hollywood, where he was program manager and later assistant manager of broadcasting operations. He also has handled political broadcasts for the Democratic and Republican parties and, during World War II, was radio director for the USO-National War Fund.

Secretary Sawyer (r) presents medal to Mr. Wilson.

* * *

CITE WILSON

Medal For Census Work

GOLD medal award for "outstanding service" to the Dept. of Commerce was presented Thursday to Frank R. Wilson, information assistant to the Director of the Census, for his promotion of the 1950 decennial census.

Presentation was made by Secretary of Commerce Charles Sawyer, under whose regime the bureau operates.

Basis of the award was Mr. Wilson's achievement in attaining unprecedented public interest and media support for the 1950 census. This feat was achieved with a $100,000 budget half the cost of promoting the 1940 census.

Networks and stations alike contributed census promotion valued well up in the millions. Television networks and stations, too, joined in bringing the census into the living room by means of firms, live programs and announcements. National and local sponsors, along with agencies, joined in the promotion through the Advertising Council.

Most of the radio and TV support was donated without any cost whatever to the Census Bureau, aside from the production costs involved in a series of TV shorts. NAB headquarters participated in the promotion under direction of Robert K. Richards, public affairs director, and Dr. Kenneth H. Baker, research director.

STRONGER 'VOICE'

Benton To Present Plea

SEN. WILLIAM BENTON (D-Conn.), author of the proposed "Marshall Plan of Ideas," will take his plea for a stronger Voice of America to the Senate floor early this week and formally request a full-dress inquiry into operations of the State Dept.'s radio information arm.

This was revealed by close associates of Sen. Benton, who has been absent from the capital scene, amid growing controversy, over the question of whether the Voice might operate more effectively as a separate independent agency.

The issue reached a new pitch last week in further correspondence between the Connecticut Senator and the State Dept. over his two-pronged proposal urging exploration of Voice separation from the department and reviewing anew the efficacy of the radio shortwave "campaign of truth" [BROADCASTING • TELECASTING, Feb. 12].

Sen. Benton is expected to call for the inquiry in the form of a resolution prepared for delivery either today (Monday) or tomorrow, authorities said. The proposal will be referred to the Senate Foreign Relations Committee.

In the latest exchange, Sen. Benton charged that the Voice has a "frog in its throat" and asserted that his latest proposal is intended to be "friendly and constructive." Summing up his convictions, he stated:

I have repeatedly asserted that the State Dept. under Secretary of State Dean Acheson's leadership has been inadequate in its requests for funds and in its leadership in the newly-emerging psychological warfare. I don't believe the State Dept. has fully recognized the gravity of this vital area and is not doing all it could. It's my purpose to marshal support in the Congress to back State Dept. leadership in this new and little understood field. I hope to encourage the department through constructive studies and suggestions and through the cooperation of Congress.

Differences Traced

Sen. Benton traced his differences with Secretary Acheson to hearings before the Senate Foreign Relations Committee last summer on his "Marshall Plan of Ideas" resolution (S Res 243) and implied the department had not been adequately "stimulated" with strong endorsements by top military leaders.

He also cited a proposal by Brig. Gen. David Sarnoff, RCA chairman of the board, and himself calling for a $200 million worldwide radio network and an additional $300 million operating budget [BROADCASTING • TELECASTING, July 10, 1950]. The committee took no action on the resolution and, Sen. Benton also observed, the requested 1951 $57 million budget for the Voice was based on pre-Korean estimates.

Expressing admiration for Edward W. Barrett, Assistant Secretary of State for Public Affairs, and the "marked progress" made by his organization, Sen. Benton felt the department "is working under the handicap of a lack of funds, personnel and other facilities needed to make this a vastly more effective operation than it is."

Congress should supply it with the "sinews and muscles necessary to make this not merely a Voice of America but the Voice of Peace and Freedom for the free world" as well, he declared.

The Voice drew $57,462,167 in regular and supplemental funds for the current year, comprising $41 million for radio facilities and equipment and about $16 million for broadcasting and programming —about half of the sum allotted for the whole information program. Authorities estimate that requests for fiscal 1951-52 will approximate $25 million for radio broadcasting and additional outlays in future supplementals if the need arises. Hill hearings are slated for early March.

In an open letter to Sen. Benton, Secretary Barrett said the State Dept. would welcome a probe of VOA activities but cautioned against quick expansion of the Voice because "we could lose much ground if we merely set up a vast fireworks show of American propaganda." At the same time, he cited advantages for retaining the Voice within the department.

Secretary Barrett said a briefing on Voice operations before the Public Affairs subcommittees of Congress was desirable and would indicate that:

(1) The Voice has made "extraordinary progress" in the campaign of truth; (2) the U. S. is winning the propaganda battle against Soviet Communism; (3) while "dollars are needed, dollars alone are by no means the entire answer"; (4) the U. S. must maintain "an intimate relationship between information work and foreign policy formulation," thus making undesirable establishment of the Voice on an independent basis, and (5) State Department field workers are "as able a group of specialists as has been assembled by any agency, private or public."

Meanwhile, sentiment for Voice separation also was expressed by Sen. H. Alexander Smith (R-N. J.), who placed himself on record favoring Sen. Benton's proposal.

"We have relegated . . . our Voice of America program . . . to a relatively insignificant place in our military and diplomatic scheme of things," Sen. Smith declared Feb. 8. The Voice should be divorced from the State Dept. "because of its importance" and renamed the Voice of Freedom or the Voice of the Free World, he asserted on the Senate floor.

WAGE FREEZE

Radio Aspect Reviewed

APPLICABILITY of government wage freezes to employes in radio, newspapers and related fields will be reviewed at a three-day hearing before the Wage Stabilization Board, scheduled to start Feb. 28.

Panel of six persons—two management, two labor, two public—will be named to review the matter. It was explained that when the original wage freeze order was issued by Economic Stabilization Agency it applied to all employes, with a few exceptions. Printing pressmen, radio-TV employes and other groups whose industries had been exempted from prize freezing, held it was unfair to freeze wages of employes in those industries.

In other developments, Economic Stabilizer Eric Johnston announced that price-wage control violations will be prosecuted by 96 special assistant U. S. attorneys as a result of "complete agreement" reached between the Justice Dept. and the Office of Price Stabilization.

Special attorneys will be sworn in as Justice Dept. employes but will work closely with regional OPS offices.

Early Friday, three labor members of the WSB walked out of a meeting, protesting a majority-approved policy to allow raises to 10% above rates a year ago.

The move was seen as a threat to WSB's existence.

Meanwhile, Michael V. DiSalle, director of OPS, asked New York City Police Commissioner Thomas F. Murphy to take over direction of the agency's enforcement for 60 days. Comr. Murphy was an assistant U. S. attorney for eight years and was government counsel in the Alger Hiss case.

The job pays $16,000 a year and has been held by two others who have served briefly. Joseph F. Donohue, current director of the investigative force, has been nominated by President Truman as a commissioner of the District of Columbia.

APS CONFERENCE

To Draw 75 Broadcasters

APPROXIMATELY 75 broadcasters from the Carolinas and Virginia are expected to meet today (Monday) with Associated Program Service officials at Sedgefield Inn, Greensboro, N. C., in the first of a series of subscriber sales-program conferences sponsored by the transcription library.

Harold Essex, general manager of WSJS Winston-Salem, is slated to preside as honorary chairman. Discussion leaders will be Maurice B. Mitchell, APS general manager; James Lucas, APS director of product development, and Leslie F. Biebl, APS program director.

The session is designed to integrate the transcription library more closely into stations' overall sales and program operations. APS officials plan similar conferences with other APS subscribers in the near future, with meetings tentatively scheduled for Orlando, Fla.; Memphis, New York, Chicago, Dallas and several West Coast points.

PRINCIPALS in the sale of a 65% interest in KSBW Salinas, Calif. [BROADCASTING • TELECASTING, Feb. 12], are (l to r) Ray V. Hamilton, Blackburn-Hamilton Co., station brokerage firm which negotiated the sale; Albert Seligman, Dinuba, Calif., department store owner, a buyer; A. M. Cohan, Houston, Tex., wholesaler, a second buyer; W. M. Oates, present owner of the remaining 35% interest, and John C. Cohan, former commercial manager of KNGS Hanford, Calif., who completes the list of buyers.

'VOICE' SETUP

A Job for Ad Agencies?

THE STATE Dept. and the Voice of America "are not doing a good job of selling America and our way of life to the other nations of the world. . . . Perhaps . . . a few of our top-flight advertising agencies could do a much better job."

These views were expressed by Sen. Edward Martin (R-Pa.) in reply to a letter from Oggie Davies, manager of WKAP Allentown, Pa., who had posed the issue in letters to the senator and BROADCASTING • TELECASTING last month [OPEN MIKE, Jan. 29]. Mr. Davies said he thought U. S. propaganda "is entirely too high in standard" and suggested that five top advertising agencies could "sell" American people to other lands much as they sell soap.

"Our advertising agencies can sell every type of product," Sen. Martin agreed. "We in America have the best product in the world —freedom—and yet we don't seem to be able to sell it. Perhaps as you suggest, a few of our top-flight advertising agencies could do a much better job."

You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

CBS OPTIMISTIC

District Hears Sales Plans

REPORTS on CBS' biggest income year, 1950, and predictions that color TV as developed by CBS would be definitely established by the courts and accepted by the industry during the coming year, were issued at closed sessions of CBS District 9 in San Francisco last week. Discussion at the meetings in San Francisco's Mark Hopkins Hotel was led by CBS President Frank Stanton and other network officials. Wayne Coy, FCC Chairman, attended.

Arthur Hull Hayes, vice president of CBS and general manager of KCBS San Francisco, and Clyde Coombs, of KROY Sacramento and director of CBS District 9, were hosts. Thirty-seven station and network executives from California, Oregon, Washington, Montana, Idaho, Nevada, Arizona and Texas attended.

Reports that 1950 was the biggest gross income year in CBS history and a review of plans for 1951, including programs for sales promotion cooperation between the network and its affiliates, paralleled those issued at the Dallas meetings [BROADCASTING • TELECASTING, Feb. 5].

Mr. Stanton predicted that the U. S. Supreme Court would hand down its final decision in the TV color controversy next month and would support the FCC approval of the CBS system. He thought San Francisco would have color television before the end of the year.

Chairman Coy accused TV manufacturers of lack of cooperation on the color question and said they were missing a great opportunity for advancing the industry and increasing their own income.

Mr. Coy defended the FCC ruling on color at a news conference and defended the CBS system as the best thus far advanced. He said that when the tri-color tube is perfected it will work in sets already adapted to the CBS system.

Network executives at the sessions, in addition to Mr. Stanton and Mr. Hayes, were H. Louis Hausman, vice president in charge of advertising and sales promotion; John Karol, sales manager of network sales; Merle Jones, manager of KTSL (TV) Hollywood and Columbia Pacific Network; Edwin Buckalew, sales manager of Columbia Pacific Network.

Grass Roots Lesson

TWELVE advertising students from six midwestern universities and colleges will take part in the Sixth Annual "Week In St. Louis" March 12-16 under the sponsorship of the Advertising Club of St. Louis. The students' participation in the "grass roots" sessions will be part of the club's college awards program.

SPORTSCASTER Bill Dyer (center) is all smiles after signing a radio-TV contract with Globe Brewing Co., Baltimore (Arrow beer). None the less happy is Joseph Katz (l), president of Joseph Katz Co., Baltimore, Globe agency, and Francis McNamara, Globe Brewing Co. president. Mr. Dyer will do a daily two-hour show on WWIN Baltimore for Arrow. Several TV programs are in the planning stage.

RESEARCH PLAN

Report Expected This Week

COMMITTEE on audience research methods held what the group hopes was its final meeting Thursday in New York and, after some final rechecking of details, expects to release its report late this week, according to Dr. Kenneth H. Baker, research director of NAB and chairman of the committee.

The group was organized last summer at the instance of Stanley Breyer, commercial manager, KJBS San Francisco, who in an advertisement in the July 3, 1950, issue of BROADCASTING • TELECASTING asked for a special research project in that area to dispel the confusion created by differing program ratings produced by Hooper and Pulse surveys in that region. The committee named by Mr. Breyer subsequently expanded its membership and the scope of the project to include test surveys in markets typical of the country that would measure all audience research techniques, not merely the aided-recall, personal-interview method used by Pulse and the coincidental telephone technique of Hooper.

Test Surveys Seen

The completed report is expected to recommend a number of test surveys in a number of sample markets with the aim of comparing and evaluating the results obtainable from each type of audience measurement research. Whether these recommendations will be carried out by some existing research body or by an organization created specially for the job, and how the work will be financed, are questions yet to be answered.

Thursday's meeting, lasting from 10 a.m. until mid-afternoon, was held at the BMB offices. Present were:

Dr. Baker; Matthew Chappell, Hofstra College; Fred Manchee, BBDO; A. Wells Wilbor, General Mills; Lewis H. Avery, Avery-Knodel; Lawrence Deckinger, Biow Co. H. M. Beville, NBC, and Herbert D. Krueger, WTAG Worcester, were unable to attend. The observer members of the committee—C. E. Hooper, C. E. Hooper Inc.; Sydney Roslow, The Pulse Inc.; T. R. Shearer, A. C. Nielsen Co.—were not included at the final committee meeting but they did attend the next-to-last session, Feb. 1, and participated in the overall review of the committee's findings.

'BIG SHOW'

Seeks 6-6:30 P. M. Sponsor

NBC, whose *Big Show* is as yet only two-thirds sponsored, sought an angel for the other third in a *New York Times* full-page advertisement, Feb. 13.

Enhanced by a half-page caricature of Tallulah Bankhead, mistress of ceremonies for the show, the ad was headlined "Everybody's Darling," and lamented: "Thirteen weeks ago, *The Big Show*, radio's greatest all star variety program, with Tallulah Bankhead as m.c., premiered on NBC Sunday 6-7:30 p.m. It's a crying shame that a show with such an enthusiastic response isn't sold out. But here it is 13 weeks old and the first half hour—Sunday 6-6:30 p.m.—is still available for sale. . ." It continued:

Week after week *The Big Show* presents a roster of star names bigger than any in radio or television. . . . The unbelievably low cost for this matchless talent: $8,820 gross per week for one-half hour. . . . Its audience is just about the fastest growing in all radio—up 81% in six weeks, according to Nielsen.

The time period Sunday 6-6:30 p.m. gets an advertiser on the air before the heavy competition starts. Best of all, most of it is figured at daytime rates, $10,692.20 net per week for a full NBC network.

The total cost for 30 minutes of showbusiness at its best is $19,512.20 per week. Where else in all advertising can you find a bargain like that? Frankly, we're embarrassed.

To relieve our embarrassment, and to give your 1951 advertising a solid start, let us tell you about the best buy in town. . . . *The Big Show* Sunday 6-6:30 p.m. on NBC. Call CI-7-8300 extension 294.

RAW MATERIALS

Plan to Increase Output

AN international program to increase the output of 11 scarce raw materials—among them, metals used in electronics production—is being set in motion by the United States, France and Great Britain, with at least 20 other Western countries invited to participate.

The nations will be asked to set up six international agencies dealing with such commodities as cobalt, copper, nickel and tungsten, looking toward allocation of their use similar to the system used during World War II.

At the same time there was speculation last week that estimates for some of these vital materials may be lowered after March 1, thus easing current restrictions on their use for the civilian electronics end products and component parts. After March 1, it was speculated, about 75% of spending for major military equipment will have been scheduled. (Also see RTMA story page 23.)

The international commodities phase cuts across the field now being explored by the President's new Materials Policy Commission and William Paley, CBS board chairman, who heads the group. The five-man advisory commission is studying the materials shortages problems at long-range and will report to the President later this year [BROADCASTING • TELECASTING, Feb. 5, Jan. 29].

The commission held a series of meetings last week. Mr. Paley has been devoting virtually all of his time to the survey.

POLICY REPORT

Set For White House

REPORT of the President's Temporary Communications Policy Board was to be submitted to the White House over the weekend by Dr. Irvin Stewart, West Virginia U. president, chairman of the group created to recommend broad steps for frequency allocation and regulation.

The board expired Feb. 16 after a year of study. It had been appointed originally to submit recommendations by last Oct. 31 but obtained an extension because of the enormity of the task.

While no indication of the findings was obtainable, it was believed the board would recommend formation of a permanent national telecommunications policy board of three to five members. The findings will not be made public for about a month, it was indicated. Other board members are President James Killian Jr., Massachusetts Institute of Technology; President Lee DuBridge, California Institute of Technology; William L. Everitt, dean of engineering, U. of Illinois, and James O'Brien, retired Graybar Electric Co. vice president and former War Assets Administrator.

My Diary Isn't Banned in Boston... but it makes "Red Hot" Reading!

Yes, a diary study recently conducted by Audience Survey, Inc., makes mighty interesting reading for every time-buyer.

Of the 52 stations receiving mention in the diary study—WNAX received top rating in 439 (88%) of the 500 quarter-hours studied. This is more than ten times the number of "wins" granted the second station. Listeners like WNAX best 89% of all daytime quarter-hours . . . 84% of all evening quarter-hours.

The purchasing power of WNAX's 267 BMB-counties in in Minnesota, the Dakotas, Nebraska and Iowa is $3.9 billion (after taxes)—greater than San Francisco, Philadelphia or Washington, D. C.

This area, known as Big Aggie Land, is overwhelmingly dominated by one powerful radio station . . . WNAX. BMB shows that 405,210 families listen to WNAX—80% of them 3-7 times a week. Also, remember, in Big Aggie Land, T. V. means 'Tain't Visible!

WNAX has a list of sales success stories as long as your arm. Most likely there is one for your type of product or service. Ask your nearby Katz man about the diary study that proves WNAX alone can sell for you in Big Aggie Land.

WNAX-570

YANKTON - SIOUX CITY • AFFILIATED WITH THE AMERICAN BROADCASTING CO.

11th Hour Music Meet

(Continued from page 23)

26 at 36 W. 44th St., office of Stuart Sprague, New York copyright attorney who has been serving as counsel to the TV Per-Program Committee. He invited Mr. Finkelstein and the ASCAP committee on per-program licenses for telecasting to meet with the industry committee either there or at any other place agreeable to both groups and asked ASCAP to name a date for such a meeting.

If ASCAP agrees, Mr. Martin said in his letter, the meeting will be held "on a basis which will be entirely without prejudice to either the Society or to our committee and industry, so that neither the fact of the meeting nor any part of the discussions can prejudice either you or us in any court proceeding, should this matter ever reach such a stage.

No Withdrawals

"We do not by this offer for a meeting wish to be understood as withdrawing or in any way modifying any of the fundamental principles which we have in the past stated to you," Mr. Martin wrote. "Likewise, we will not construe your acceptance of this offer for a meeting to be any indication of any similar withdrawal or modification on your part.

"As stated heretofore, the Society and our broadcasting industry have been able to reach agreements in the past without any great sacrifice of principle. Accordingly, it is our desire to make certain that every conceivable avenue of possible agreement be explored before resorting to the necessity of asking the court to fix the license terms."

TAX BATTLE

Truman Demands Action; Hits House Committee

WASHINGTON's tax battle flamed into the open last week as President Truman said he felt the House Ways & Means Committee was endangering the nation's anti-inflation program by delaying tactics on his request for more taxes [BROADCASTING • TELECASTING, Feb. 12].

The Chief Executive's opinion was registered in discussion at his Thursday news conference of a committee decision to hold lengthy hearings on his $10 billion tax program.

Original idea, the President said, was to get the first bite in new taxes into effect as soon as possible, then for Congress to look into the need for additional taxation to finance the defense program. Mr. Truman indicated he would stand pat on his plan to ask for another $6.5 billion in new taxes.

First phase of the administration tax request takes in a proposed increase in radio and television set federal excises at the manufacturing level. The boost as outlined by Treasury Secretary John W. Snyder would lift the total excise on radio and television receivers to a total of 25%.

Meanwhile, the Radio-Television Mfrs. Assn. signified it would carry protests against the administration plan to Washington (see story, page 23).

In Congress, progress on the whole tax problem was slow. The House Ways & Means Committee virtually rejected President Truman's "quickie" tax increase, deciding to hold comprehensive hearings. This plan was reached in an executive session after testimony of Eric Johnston, Economic Stabilization director, and Michael V. DiSalle, Price Stabilization director.

The House committee agreed to explore all possible sources of additional revenue before writing a bill. Such a scouring of the field, it was said, would put off committee action on taxes for a couple of months or more, thus probably ruling out an effective date of Jan. 1, proposed by the administration for the new taxes to begin. More likely is July 1 as the date for the taxes to take effect.

With potential revenue thus undecided, Congress had another controversial money issue to settle. House Appropriations subcommittees began executive sessions in consideration of the President's budget request for fiscal 1952.

Chairman of the subcommittee on Independent Offices is Rep. Albert Thomas (D-Tex.). As yet, his group has not scheduled hearings on FCC, for which the President had recommended a $6,850,000 budget—an increase of 3.4% in the overall allocation but a 1.4% decrease in funds for broadcast activities [BROADCASTING • TELECASTING, Jan. 22].

LABOR SUPPLY

Defense Policy Looms

MANPOWER mobilization policy of the nation began to crystalize last week after the question of overall policy control was resolved at the federal level.

With appointment of Dr. Arthur S. Flemming, Ohio Wesleyan U. president, as assistant to Defense Mobilizer Charles E. Wilson, the job rested squarely on the shoulders of the newly-formed Manpower Policy Committee of the Office of Defense Mobilization [BROADCASTING • TELECASTING, Feb. 12]. At stake are the answers to possible labor shortages which threaten radio-TV and other electronics manufacturers.

Mr. Flemming will head up the new committee, which will report to Mr. Wilson with recommendations for allocation of manpower to meet essential civilian and military requirements.

The picture took further shape last week with an order by Mr. Wilson requesting creation of Regional Defense Mobilization Committee, comprising directors designated jointly by the Defense Production Administration and Defense Manpower division of the Labor Dept. and representatives of the Defense Dept. and other government agencies.

Individual committees for each region will review defense production programs in relation to available capacity; labor supply, housing and community facilities, and advise defense agencies on actions designed to make the mobilization program more effective.

At the same time Labor Secretary Maurice Tobin has evolved a plan for improving the skills of workers in defense industries and thereby assisting industry.

The objective, Secretary Tobin stated, is to encourage employers to (1) set up adequate training programs within their plants; (2) place responsibility for training functions, and (3) establish the need for, and direct workers' training toward, actual production needs.

STORM NEWS

More Reports Received

MORE reports on radio-TV's quick action during the fierce wintry attacks which have plagued the nation [BROADCASTING • TELECASTING, Feb. 12] continue to be received.

Dozens of public service announcements were handled by KATL Houston during that southern city's trial by ice. Temperature went down to 14 degrees and a state of emergency forced police and firemen to serve around the clock. KATL acted as a clearing house for messages between the citizens and city department officials. When the studio lines went dead, KATL continued operations from its transmitter.

WHAS-TV Louisville's showing of educational films for snowbound school children proved extremely popular with kids and parents alike. Said one mother, "We think it (the *Reel School*) would be a very nice daily addition if it could be arranged so the little ones could 'go to school' for perhaps an hour each day too."

Over 400 announcements were made for the benefit of industry and public institutions during the storm and blizzard by WKNX Muskegon, Mich. All transportation was tied up, and radio, as in many other cities, was the only contact with the outside world for many citizens.

Golden Rule activities highlighted the snowbound city of Hopkinsville, Ky. WHOP of that city supplied the local newspaper with news from its UP wire when the unaffiliated paper's AP wire went out. For two days all the paper's outside news reportedly came off that wire. On the third day, the station's wire began to balk, and the paper offered to help out.

More people than ever are "Cooking with CRISCO" . . . and the makers of Crisco feel they're really "cooking" with KFYR—have shown their faith by 14 years of continuous advertising over this "pulling" station. Ask any John Blair man for the complete KFYR story.

KFYR

550 K. C. • N.B.C. AFFILIATE • 5000 WATTS

BISMARCK, N. DAK.

P. I. OFFERS

Stations Report New Deals

PER INQUIRY propositions ranging from screw drivers to robber foilers are being offered stations throughout the country.

A home decoration book titled *Designs for Living*, claimed to have sold in cloth binding for $2.50, is offered in paper form for $1, with the station getting 35 cents per order. The offer was submitted by National Radio Advertising Co., Seattle, of which Edwin A. Kraft is manager.

A set of six "long-life" screw drivers is offered on a $2 basis, with the station getting 67 cents noncommissionable. The offer was made by G. A. Adams Co., Cleveland.

From Philip Merryman & Assoc., Bridgeport, Conn., comes a per inquiry proposition for "Stop Thief," a device claimed to stop theft of a parked auto. The item sells for $8.95 with the station getting $2 "per legitimate inquiry." Mr. Merryman notes he is general manager of WLIZ Bridgeport.

Don Juan Sales Co., New York, is staging a campaign on behalf of Don Juan razor blades. "Before buying time on your station as one phase of our campaign, we would first like to try this on a P. I. basis," according to a letter from Don Juan Sales Co., signed by Mort Walker.

TOSCANINI

Quits NBC Series

ARTURO TOSCANINI was slated to make his last appearance in his current series as conductor of the NBC Symphony Orchestra last Saturday night, after a sudden decision that he would not be able to appear on the last two scheduled concerts.

NBC said the series, sponsored by E. R. Squibb & Sons and heard Saturday, 6:30-7:30 p.m., will continue with guest conductors to be announced later.

Mr. Toscanini's decision to make last Saturday's appearance the last of the series was reached on the advice of his physician, who recommended further treatment of an internal knee injury which the conductor, now 84, received in a fall in his home two years ago.

Hoover Report Jingles

CITIZENS COMMITTEE for the Hoover Report, in conjunction with the Advertising Council's campaign for the Hoover Report, is offering all radio stations and disc jockeys a series of recorded jingles describing the report. The jingles are composed and sung by Jack Thayer, of J. Walter Thompson, New York, who is acting as the task force from the agency to the council.

'The Telephone Hour'

(Continued from page 29)

Ezio Pinza and Blanche Thebom. Both films have been shown extensively throughout the country in theatres, club groups, schools and musical organizations. Arrangements for showings of the film are made through the local Bell Telephone company managers.

Commercials on *The Telephone Hour*, prepared by the agency, N. W. Ayer & Son (see table of personnel), are classic examples of interesting, informative yet entertaining intervals.

As an example of heroism on the part of telephone men and women, the following excerpt is from a commercial read by Mr. Shirley:

There is something about a tree that has an irresistible attraction for a small boy. He just has to climb it and, in many cases, build a tree-house in it.

Bobby Martin, Detroit, Mich., was no different from any other eight-year-old boy. Bobby was perched in his tree-house 30 feet above the ground, enjoying the view and shouting down to his playmates.

Then—his shouts turned to screams, as flames licked suddenly at his clothing. A fire had started in a mattress in the tree-house. Bobby tried to climb higher to safety. His clothing ablaze, he clutched blindly at the rough bark of the tree. Below him a crowd gathered, helpless with horror and fear.

That was the scene that greeted Paul Speight, telephone exchange repairmen . . . Paul turned his truck off the highway over the grass, up to the tree. He grabbed a ladder from the truck and in a matter of seconds, had climbed to the frightened little boy and carried him down to safety.

And to indicate the installation of the five millionth telephone in New York State the following was presented on the program:

At 10:30 this morning in the home at 4512 Wilder Ave. in New York City, tow-headed three and a half year old Robert E. Reynolds Jr. looked on with wide, blue-eyed interest while a telephone installer tided up his job of putting in a telephone. Robert and his father, a veteran of the last war and now a credit interviewer in a nearby bank, then watched Mrs. Reynolds proudly make the first call on their new telephone.

There was something rather special about the Reynold's telephone. It happened to the five millionth Bell telephone installed in New York State.

Harry Frank Luedeke

FUNERAL SERVICES for Harry Frank Luedeke, originator of the *Town Crier* and *Hi Neighbor* programs on WMBD Peoria and chief announcer and staff man on the station for more than 16 years, were held Thursday in Peoria. Mr. Luedeke died Tuesday after an illness of three years. An investment broker in New York and Chicago before joining WMBD in 1932 at the urging of former President Edgar L. Bill, Mr. Luedeke, an accomplished linguist, scored a hit his first time on the air with a St. Patrick's Day skit. He leaves his widow, Florence, a WMBD account executive.

WAVE CAN'T WIN BLACK JACK (Ky.)!

You can bet WAVE won't be hit for Black Jack (Ky.)! We got the "ante" all right, but the pot's too dern small and far away for us to claim it.

No, WAVE hasn't a hole in its head. We stake all our chips on the fabulous *Louisville Trading Area* —27 Kentucky and Indiana counties with purchasing power 41% above the average of all the rest of our State combined. . . .

No matter how you shuffle the rate cards, WAVE holds the pat hand in and around Louisville. Ask us or Free & Peters for the score, then take your cut, pardner!

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

SPARTANBURG

(township)

1950

U. S. Census

POPULATION

67,888

Spartanburg is the "Hub City" of South Carolina's highly industrialized Piedmont section.

The City of Spartanburg is ringed in with textile mills and the homes of well paid operatives who turn out a great portion of the nation's textiles.

These textile mills began migrating from New England to the Piedmont section over a quarter of a century ago. They were established just outside the city limits of Spartanburg. (Spartanburg has not changed its city limits since 1886).

The growth of Spartanburg is reflected in the new U. S. census population of 67,888 for the township of Spartanburg, which covers most of the metropolitan area of the city. Within a ten-mile circle of the City of Spartanburg reside 100,000 people.

In Spartanburg County, where a fine balance exists between industry and a diversified agriculture, there are 147,844 people (1950 census), with retail sales in excess of 100 million dollars.

Covering Spartanburg and this thickly populated and high income area is WORD—SPARTANBURG'S BEST RADIO BUY!

WORD

SERVING THE HEART OF THE PIEDMONT

ABC

WDXY-FM • DUPLICATION

Walter J. Brown, President

SPARTANBURG

● See HOLLINGBERY

McDaniel Heads RTMA

(Continued from page 23)

of the Treasury John W. Snyder's proposed 25% excise tax on television and radio sets, and to the Senate Interstate & Foreign Commerce Committee hearing on the signal control bill (see story page 31).

Although no formal resolution and no positive action was taken by the group regarding the suggested levy of a 25% excise tax, members approved formal opposition to the move. An investigating committee will "take aggressive action in opposing" the proposal under the chairmanship of A. W. Freeman, RCA tax attorney.

RTMA seeks exemption from tax for commercial and military electronic equipment, thus limiting the tax to the home consumer, and for components and parts.

Board Chairman Sprague will name a committee which will arrange conferences with the National Production Authority, at which reports will be submitted as to what the industry is doing to conserve critical materials and contain them for defense work as they are needed.

To back up television's side of the conflict in which sports promoters claim TV has an injurious effect on gate attendance, RTMA's 319 members pledged themselves to a "cooperative" effort. Member organizations will promote the general attendance of baseball games and support local teams. No RTMA money was appropriated for the campaign, and the initiative will be taken by each member company working through its own salesmen, dealers and distributors.

Similar to NAB Plan

The plan is similar to that advanced by the NAB. The resolution, accepted by the board Thursday, said the plan was launched "in appreciation of the support of baseball in arranging for television and radio broadcasts of its games in the public interest wherever possible." The "all-out campaign for cooperation" has been in effect less officially for a year, since the RTMA published the two Jordan reports on sports and baseball attendance as affected by TV, among other factors.

The electronic parts mobilization committee submitted a report which had been presented to the industry and the military, comprising a categorical breakdown of electronic components which make possible a quick analysis of industry capacity and ability to produce military requirements [BROADCASTING • TELECASTING, Feb. 5]. Lt. Col. K. M. Donseth of the Signal Corps, speaking to RTMA members, said the analysis was needed "badly" by the military, and was of "great value" to the armed services in production of "urgently needed" component parts.

The metal surveys report, prepared by Committee Chairman A. D. Plamondon Jr., shows the amount of several critical materials used by radio-TV industry last year. The parts division executive committee, headed by R. G. Zender, adopted a resolution recommending to the board that the metals survey report be adopted, and that a committee be named to use the report as a basis for future industry action with government officials.

RTMA admitted 12 new member companies, and named an additional member to the 41-man board. He is Frank Freimann, president of Magnavox, who replaced Richard A. O'Connor, Magnavox board chairman. RTMA members attending sat in on separate sessions for the five divisions, parts, set manufacturers, tube, amplifier and sound, and transmitter.

ENJOYING a well-earned vacation in Arizona, Freeman Gosden (34, l "Amos" of *Amos 'n' Andy* fame, brushes up on his putting. Breaking a lon precedent, the Feb. 4 show on CBS was taped to allow Mr. Gosden to tak a short rest. Fellow golfers giving advice are (l to r) Tom Kelland, new editor, KOOL Phoenix, CBS affiliate; Len Lowry, KOOL program director Mr. Gosden; Charles Garland, general manager, KOOL, and Miles Shephan chief engineer.

Transitcasts

(Continued from page 30)

the factors of safety and comfort. He reiterated Mr. Myse's observations on this point.

Judge Fahy observed the PUC action in effect forced people to listen to transit radio if they used the vehicles. Mr. Harrison denied this, indicating no private right was involved in the hearing. He continued to explain the PUC action did not constitute a "final determination," was not a ruling that is "enforceable" and hence cannot be appealed.

Mr. Harrison commented he personally doesn't like the musical part of the local transit radio simply because "I don't like that kind of music, but I don't object." He said certain other portions of the program fare he enjoyed.

W. Theodore Pierson, broadcast attorney representing Washington Transit Radio Inc., contended no "government" action was involve in the PUC ruling and hence then can be no argument on the Con stitutional issues. He said th Constitution prohibits restriction o communication, including "captiv audiences."

The "captive audience" an "forced listening" are not new, h said, pointing out the 12 Apostle travelled the highways and entere the marketplaces to tell their new ideas to the people required to b there.

Government Restricted

Judge Fahy considered transi radio a different case, entering a discussion with Mr. Pierson o sound trucks and other similar court cases. The transit radio at torney concluded the only use mad of the Constitution in these in stances was to bar the local gov ernments involved from restrictin speech.

Mr. Pierson said PUC ruled i favor of "sound," while the appel lants want "silence." He indicate appellants incorrectly contend th minority has a Constitutional righ not to listen while the majority ha no such right to listen.

If Constitutional issues were in volved in the case at all, Mr. Pier son said, they would be had th PUC denied continuance of th transit radio programs.

In rebuttal to the transit radi defense, Mr. Segal contended th PUC dismissal of its hearing ha the effect of affirming the Con stitutional question in favor o transit radio. Hence, he argued PUC under its rules was obligate to rule on the Constitutional issues Mr. Segal said the minority righ could be recognized, citing a paro chial school case in which the cour found the government could compe children to attend school, thoug not necessarily a public school.

Top Management:

YOUR BOOST IS NEEDED MOST

IN THIS CAMPAIGN TO BUILD *EVERYONE'S* INDEPENDENCE

The period May 15-July 4 marks an important campaign to strengthen the financial independence of the nation's people—and there's nothing of more basic importance to your own and your company's future than the country's economic well-being! What's more, you and other leaders of industry are the men who will be the principal deciders of the success of this campaign.

For this is the Treasury Department's *Independence Drive* to increase purchases of United States Savings Bonds. And the Payroll Savings Plan, now operated by 21,000 companies, is responsible for the greatest share of Series E Bond sales.

If your company doesn't have the Payroll Savings Plan, now's the time to install it! (A nation-wide survey shows that people are more than twice as inclined to invest their extra money in Savings Bonds as in any other form of investment. So it's good "employee relations" to provide this convenience.)

If your company does have the Plan, now's the time to put extra push behind it! Employees who pile up money in Savings Bonds feel more secure... are actually better workers. Moreover, Bond sales build a backlog of future purchasing power—good "business insurance" for all of us in the years ahead.

The Independence Drive will be powerfully promoted throughout the nation by radio, television, publication advertising, posters, car cards, and special ceremonies. The public will be *extra* Bond-conscious during this period. Make sure your company adequately informs your employees that the convenience of "automatic" Bond buying is available through your Payroll Savings Plan.

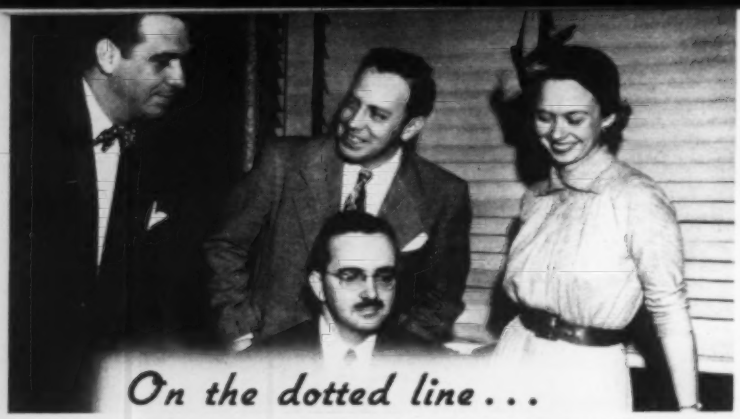
This is your country—and it's *your Drive*. Help to put it over! All the material and assistance you need are available from your State Director, Savings Bonds Division, U.S. Treasury Department. Remember—employees *appreciate* Payroll Savings.

The Treasury Department acknowledges with appreciation the publication of this message by

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

BOOST BONDS FOR INDEPENDENCE • PROMOTE PAYROLL SAVINGS •

This is an official U. S. Treasury advertisement prepared under the auspices of the Treasury Department and The Advertising Council.



A 52-week contract for Sunday afternoon musical show, *Down Memory Lane*, on KXOK St. Louis was forged between KXOK, Mutual Bank & Trust Co. and Erskine, Delorenzis & Whiteside Adv. Agency. Seated is Edmund B. Welshans, bank v. p. Standing (l to r) are Charles E. Burge, KXOK salesman; John J. Whiteside and Marjorie Stemm, pres. and radio dir. respectively of agency.

WJVS Owensboro, Ky., signs Grant Jewelers for some 11,000 spots featuring World time jingles. Sonny Clark, firm adv. mgr., is shown inking contract. Standing are (l to r) Malcolm Greep, WJVS v. p. and gen. mgr.; John T. Rutledge, WJVS comm. mgr.; Oscar Grant, firm owner.

KOMA Oklahoma City's female disc jockey, Nicky, signs for her program, *Your Late Date*, an hour devoted to friendly conversation and musical minutiae. Much pleased are J. J. Bernard (l), station v. p. and gen. mgr., and Bob Eastman, station program director.

RENEWAL of *Mystery Is My Hobby*, weekly half-hour program over KLZ Denver by sponsoring Western Appliance Co.'s Joe Mongold (l), brings smile to face of Lee Fondren, KLZ national sales mgr.

WTTM Trenton, N. J., will air 15 trackside broadcasts of Roller Derby from Trenton. Account Executive Harry Barnum and Station Manager Fred Bernstein watch George W. Lee, of H. D. Lee Co., set contract.

SIGNING 13-week contract to sponsor Norvell Gillespie's *Garden Guide* over California NBC network, which started Feb. 18, is Louis F. Czufin, of California Spray-Chemical Corp. Standing (l to r), Walter G. Tolleson, asst. sales mgr. for NBC Western Network; Carson Magill, McCann-Erickson account executive, and Richard Tyler, M-E timebuyer.

RADIO HISTORY

Columbia U. Gives Funds for Project

FUNDS to carry on a radio history project, in which leading personalities are recording their recollections of broadcasting's growth, has been contributed to the "Study of Radio Broadcasting" conducted by the Oral History Project, Columbia U., in cooperation with the Twenty Year Club.

Work has been under way nearly five months, financed by such organizations as BMI, General Electric Co., Westinghouse Electric Corp., Institute of Radio Engineers, C. E. Hooper Inc., BROADCASTING • TELECASTING, several stations and a number of other groups.

Thus far $9,450 has been contributed, enough to carry on the work for 10 months in the New York area. An additional $5,000 has been pledged. When more funds are available the field work will be extended.

Director of the study is Frank Ernest Hill, with Prof. Allan Nevins, director of the Oral History Project, and Dean Albertson, assistant director, assisting in an advisory capacity.

Thirty-two persons have begun to record their reminiscences, with 16 completed and the others well along. Another 25 industry figures will be interviewed within the next three months. Interviews are conducted via tape recorder, with material then transcribed for permanent reference.

Varied Activities

Wide range of personalities and activities features the project. Ex-President Herbert Hoover, for example, recited a history of the first six years of radio control when he was Secretary of Commerce. O. H. Caldwell, editor of *Tele-Tech*, gave a history of the Federal Radio Commission, predecessor of the FCC. He was a member of the original regulatory body.

Coverage of the era prior to 1930 will be handled in the first year of the project, with two years needed for adequate coverage up to 1940. Many of those interviewed have supplied material right up to the present time.

Original objectives of the study developed out of conferences with William S. Hedges, NBC, president of the Twenty Year Club; H. V. Kaltenborn, its founder and past president, and others.

Areas to be covered include: Organization and development of stations, networks and other important units in the radio field; technical research and engineering; advertising; government regulation; technical facilities, including studios, transmission units, long lines, etc.; network and station policy (which may overlap other areas at a number of points); programming, including general patterns and such particular areas as news, music, special events, drama, discussion, education and sports; legal developments affecting broadcasting; FM and television; audience research and measurement.

Intensive work on legal, FM-TV and research has been deferred. The general plan will be altered as experience dictates. A few of those interviewed include Dr. W. R. G. Baker, General Electric Co.; Walter Evans, Westinghouse Radio Stations Inc.; Jack Poppele, WOR New York; Abel A. Schechter, formerly MBS, now with Crowell-Collier; John V. L. Hogan, pioneer engineer; Arthur Judson, CBS, and many others.

By using the tape method, an hour's interview can produce 9,000 words, many times the quantity that could be obtained if stories were written. In the first 33 interviews some 800 typed pages, or 250,000 words, were produced.

"The material already gathered also throws valuable light on the early days of radio," Mr. Hill said. "We have testimony about De Forest's early experiments and broadcasts, about Fessenden's experimental work and about early AT&T experiments. We have personal accounts of early WJZ, WOR, KYW and WGY. We have testimony about the work at the General Electric laboratories, about the first serious news programs and about the beginnings of advertising and news coverage.

"The fund of pertinent episode and anecdote is valuable, amusing and often sensational. We have the promise of a new kind of history; human, abundant and in the highest sense exciting. Most of what we are receiving shows the most scrupulous desire to give a true and full record, and we believe that this will be a characteristic of the majority of those who help to tell the story of radio.

"A few tapes are preserved in full, but in most cases samples are taken to show the voice of the personality in question."

NAMES GOTTLIEB

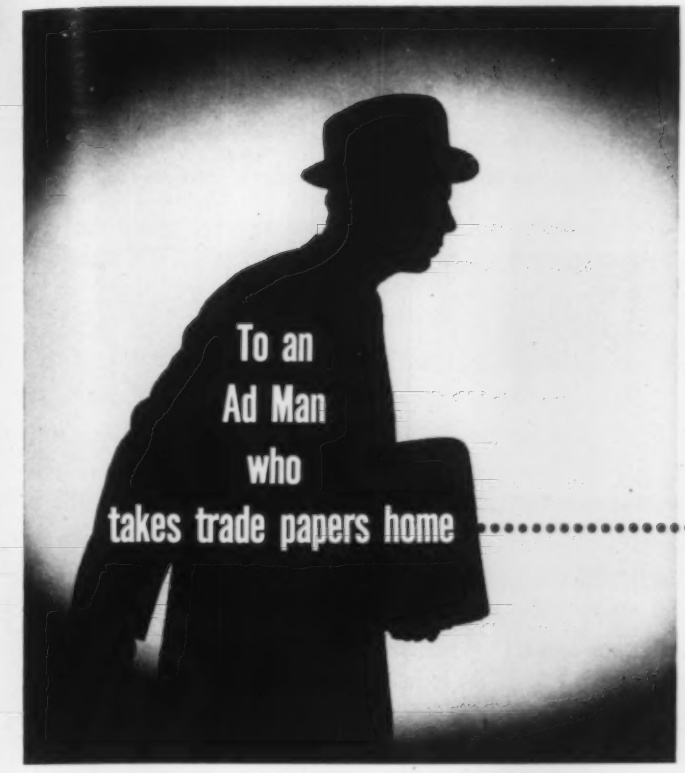
To CBS Radio Program Post

LESTER GOTTLIEB, leading producer at CBS last week was appointed the network's director of radio programs, New York.

Mr. Gottlieb

Mr. Gottlieb went to CBS three years ago from Young & Rubicam where he had been supervisor of the talent division of the radio department and producer of *We the People*.

He entered radio in the publicity department of WOR New York in 1935, a year later becoming head of the MBS press department. He joined Young & Rubicam in 1944 as head of radio publicity and became supervisor of the agency's radio talent division in 1946.



Advertising is one of the few enterprises where the boss can walk into your office, find you reading a magazine, and not get apoplexy. But the working day isn't long enough, so you go home with a bundle—under your arm—and read magazines. Man, we're for you, and we'll reward you with some economy-size intelligence about our favorite topic, Iowa. The usual approach is to try to cajole your interest with frivolity, then smack you in the budget with an ineluctable fact. But here's a straight syllogism:

1. Iowa is a get-out-the-superlatives-this-is uptown-stuff kind of market ***($2 billion annual agricultural income; retail sales up $115 million over 1949's record; cash farm income $4.50 to $5 per acre per month; more cattle fed and sold than in any other state; $2 billion industrial income, with factories employing 50% more workers than in 1940).***

2. WMT reaches the Eastern Iowa market. ***(We've got more analyses than you can shake a stick at which prove this.*)***

3. Your client can effectively reach same via WMT, where a one-minute Class A commercial ***(52-time rate)*** **budgets at a mere $27.**

* ***So has the Katz Agency, which please see for stick shaking and dotted line talk.***

600 KC 5000 WATTS **WMT** CEDAR RAPIDS DAY AND NIGHT

BASIC COLUMBIA NETWORK

AD CLUB SEMINAR *Top Speakers Feature D. C. Session*

DAY-LONG radio and television seminar will be held Tuesday at the Statler Hotel by the Washington Ad Club, bringing leaders from all phases of industry activity into a quick course in broadcasting and TV.

Chairmen of the seminar will be Ben Strouse, WWDC Washington, and Walter Compton, WTTG (TV) Washington.

Opening the seminar and speaking at a luncheon session will be Linnea Nelson, retiring chief timebuyer of J. Walter Thompson Co. [CLOSED CIRCUIT, Feb. 5.]

Afternoon session on "How to Buy Radio & Television" will be headed by Ben Baylor, WMAL Washington. Speaker will be George Castleman, of Bermingham, Castleman & Pierce, New York agency. Panel participants will be Robert J. Enders, of Robert J. Enders Adv.; Harwood Martin, of Harwood Martin Adv. Agency; Alvin Q. Ehrlich, of Kal, Ehrlich & Merrick Adv., and Jeff Abel, of Henry J. Kaufman & Associates.

Spot Radio

Spot radio panel titled "The Case for the Independent Station," will be directed by Joe Brechner, WGAY Silver Spring, Md. Speaker will be R. C. (Jake) Embry, WITH Baltimore. On the panel will be Frank U. Fletcher, WARL Arlington, Va.; Howard Stanley, WEAM Arlington, Va.; Billy Banks, WINX Washington, and M. Robert Rogers, WGMS Washington.

"The Case for the Network Station" will follow, with Mr. Strouse presiding. Speaker will be Bill Shaw, CBS. On the panel will be Mr. Baylor; Mahlon Glascock, WRC Washington; George Hartford, WTOP Washington, and Fred Palmer, WOL Washington.

Mr. Compton will direct a TV panel with Edward D. Madden, NBC, as speaker. On the panel will be Kenneth H. Berkeley, WMAL-TV Washington; John S. Hayes, WTOP-TV Washington, and William R. McAndrew, W N B W (TV) Washington.

FM Panel

Mr. Fletcher will direct an FM panel, with Frank E. Pellegrin, Transit Radio, as speaker, along with Allen Jones, Storecasting, and Everett L. Dillard, WASH (FM) Washington.

Dinner meeting will open at 6 p.m. with Bill Sigmund, Henry J. Kaufman & Assoc., presiding as president of the club. Speaker will be Robert K. Richards, NAB public affairs director, who will introduce winners of the Voice of Democracy contest.

Jack Neff, WOL Washington, will preside at a session on radio copy, with Lee Hart, Broadcast Advertising Bureau, as speaker. Mr. Compton will preside at a discussion of TV production. Don McClure, McCann-Erickson Inc., will be speaker. On the panel will be Alvin Epstein, of Alvin Epstein Adv.; Robert S. Maurer, Henry J. Kaufman & Assoc.; William D. Murdock, of William D. Murdock Adv. Agency; Walter Kirwin, Courtland D. Ferguson Inc.

Mr. Stanley will direct a radio-TV research session with Dr. Kenneth H. Baker, NAB, as moderator. Participants will be Ward Dorrell, C. E. Hooper Inc.; James W. Seiler, American Research Bureau; Sydney Roslow, The Pulse Inc.; Joe Ward, Audience Research Inc.

Miss Nelson Mr. Castleman Mr. McClure Mr. Madden Miss Hart

Mr. Richards Mr. Pellegrin Mr. Strouse Mr. Compton Mr. Shaw

CLEVELAND'S *Chief* STATION • WJW • CLEVELAND'S *Strongest* SIGNAL • WJW • CLEVELAND'S *Chief* STATION

CHIEF SAYS:

"Chief sure mixum heap strong potion
Catchum plenty sales for you
Merchandising and Promotion—
Cleveland's strongest signal too!"

GOOD MEDICINE FOR INCREASED SALES

Use WJW—Greater Cleveland's most merchandising-minded, promotion-minded station—for quick sales results!

BILL O'NEIL
PRESIDENT

CLEVELAND'S *Chief* STATION

WJW

5000 W.
WJW BUILDING

BASIC ABC
CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

CLEVELAND'S *Chief* STATION • WJW • CLEVELAND'S *Strongest* SIGNAL • WJW • CLEVELAND'S *Chief* STATION

DEFENSE NEWS

ODM Plans Coordination

PLANS for creation of an information coordinating office within the government's top mobilization agency—the Office of Defense Mobilization—were revealed last week by ODM officials.

The unit would serve on the policy level, coordinating but not absorbing all information releases from the Defense Production Administration, National Production Authority, Economic Stabilization Agency and other agencies concerned with mobilization developments. These departments, however, would retain their operating status on information activities.

At the same time ODM officials indicated plans for establishment of a "clearing house" which would direct industrial and business groups to proper government departments for any information they may request [BROADCASTING • TELECASTING, Feb. 12]. The office would function as an advisory unit, channeling requests for data to the agencies concerned, and not as an overall information center, it was stressed.

In this connection, ODM officials also laid to rest reports that the government is planning shortly to resurrect a new version of the World War II Office of War Information. There was some speculation that Howard Chase, assistant to Mobilizer Charles E. Wilson, now on leave from his post as public relations director at General Foods Corp., may head up such an organization when and if it materializes.

Close associates of Mr. Chase, who formerly served as assistant to William H. Harrison at NPA, denied reports that an OWI is either "imminent" or in the immediate planning stage. They said that Mr. Chase has expressed himself as opposed to establishment of such an organization at this time, indicating the subject had been broached.

It also was explained that, while Mr. Wilson told a Congressional committee that plans were afoot to create a mobilization public information office, he had referred to the proposed coordinating group within ODM and not to another war information office. Agency officials clarified the statement, explaining that the possibility had been studied for some time but was not imminent [BROADCASTING • TELECASTING Jan. 15].

Prior Plans

Early planning had been mapped by the National Security Resources Board, which formerly supervised mobilization under the act which created the agency. With the advent of ODM, however, jurisdiction over blueprints for an OWI—and also an Office of Censorship—was shifted to Mr. Wilson's department.

In that connection, Scott Hershey, who headed up NSRB information activities, has transferred his base of operation to ODM where he is assisting Mr. Chase in the field. The coordinating unit, slated to take shape within the week, will employ a small staff—possibly four or five—and maintain press rooms within ODM. Business groups will be able to take their queries on mobilization phases to the group and be directed to the proper operating agencies.

UNION CURBS

Would Deny NLRB Benefits

LEGISLATION designed to deny National Labor Relations Board benefits to any union comprising reporters and correspondents of newspapers or periodicals is currently pending before the House Education & Labor Committee with little hope of action.

The bill (HR 2516), sponsored by Rep. Richard B. Vail (R-Ill.), also could apply technically to members of newspaper unions if they appear on radio and television as "commentators." Authorities said, however, the bill if enacted would have little practical application here.

Rep. Vail said it would apply to all unions—primarily the American Newspaper Guild—"directly involved in the gathering or presentation of news" on the premise such members are influenced by their union membership.

Explaining his measure, the Congressman said it probably would not touch on newscasters-announcers who may belong to the American Federation of Radio Artists. AFRA authorities pointed out that while commentators are union members in scattered areas, AFRA has not pressed for their membership on a national scale and, in any event, none could hold membership in both the ANG and AFRA.

As now written, the bill would prohibit NLRB from hearing complaints of any labor group affiliated with a national or international union whose members are employed by newspapers as "writer, reporter, correspondent or commentator . . ."

CBS' HPL PLANS

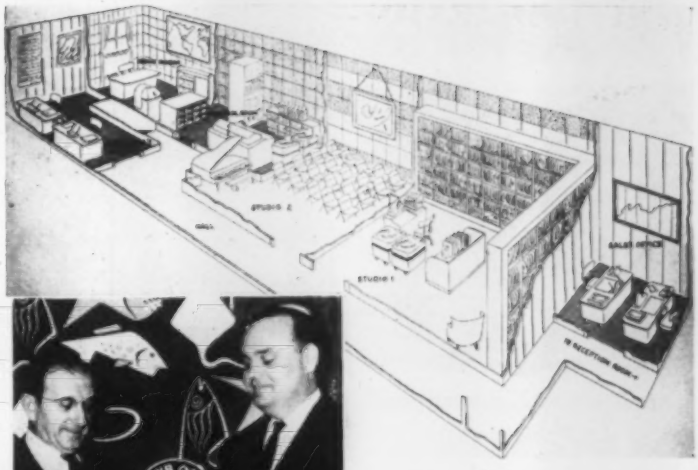
Foreign Markets Proposed

PLANS for expansion of CBS' Housewives Protective League programs to include Canada, Mexico, Cuba and South and Central America were announced last Tuesday by J. Kelly Smith, CBS vice president in charge of station administration.

Fletcher Wiley, who originated the HPL local sponsor-participation service in 1934 and became HPL consultant to CBS when the network acquired the productions in 1947, is to leave shortly for Mexico to make arrangements for the Mexican version. The job of producing HPL programs in the other countries is expected to be completed by February 1953.

BAB Portfolios

BROADCAST Advertising Bureau, New York, has released general radio and TV portfolios on the shoe industry to its member stations. Reports are designed to aid radio and TV stations sell shoe retailers on the value of advertising through this media.



Artist's conception of compact and modern section of WBOK's new studio-office building is shown above. At left, Mr. Paglin (l) and Mr. Ray flank WBOK's microphone in the Southern city.

* * *

WBOK ON AIR

Opens In New Orleans

WBOK New Orleans is now on the air as that city's 10th outlet. Dedication ceremonies are scheduled for March 1.

The start of WBOK operations a month in advance of dedication ceremonies was marked by a special "WBOK section" of the *New Orleans Item*, which hailed the station's "official bow." Its eight pages were crammed with previews of station personalities and description of WBOK's management and operation.

The new daytime station is jointly owned by Jules J. Paglin, New Orleans business and civic leader, and Stanley W. Ray Jr., former practicing local attorney who has been associated with radio since 1945. Mr. Paglin will serve as president while Mr. Ray acts as vice president and general manager.

Mr. Ray was associated with WJMR-WRCM (FM) New Orleans until last Dec. 1, when he resigned to join Mr. Paglin in the WBOK operation.

Mr. Paglin was a stockholder and member of the board of directors of WJMR when he resigned in April 1950 and applied to the FCC for his own station. A permit was granted Sept. 6.

WBOK operates on 800 kc with 1 kw. Transmitter is situated near Marrero, La., on a 20-acre site. Two 279-ft. towers are used in a directional array.

Studios are located in the WBOK Bldg. at Baronne and Poydras and occupy the entire second and third floors—over 10,000 square feet of floor space. Air-conditioned throughout, the studios and offices are modern both in facilities and in color scheme. Cost is estimated in excess of $32,000.

Other officers of the station are Ed Prendergast, formerly of WJBW and WDSU New Orleans, assistant manager; Bob Murphy, formerly at WJMR, program director, and Robert Sanders, formerly of WSKB McComb, Miss., chief engineer. Additional members of the staff include, John Hardy, of Chicago; James Smith, of Laurel, Miss.; Earl Davis, of Cincinnati; John Rhodes, Bob Mason and Allain Cooper of New Orleans.

LESTER PATEE

Dies From Gun Wound

LESTER G. PATEE, 65, uncle-by-marriage of the late Thomas S. Lee, at the time of his death owner of Don Lee Broadcasting System and KTSL (TV) Hollywood, died from a self-inflicted gun wound at his San Marino, Calif., home early Tuesday morning.

Formerly Pasadena manager of Don Lee Cadillac agency, Mr. Patee had been ill for two years. Mrs. Nora S. Patee, maternal aunt and former guardian of the late Thomas Lee, found her husband shortly after he shot himself. Death followed a few hours later, and just 13 months after his nephew leaped from the 12th story of a Los Angeles building.

Meaning and authenticity of her nephew's will was challenged by Mrs. Patee in February of last year. The entire estate was left to R. D. Merrill, Seattle lumberman and uncle-by-marriage for division "as he sees fit."

Meanwhile, Los Angeles Public Administrator Ben H. Brown was empowered to dispose of the Lee holdings. Don Lee Broadcasting System and television facilities were acquired by General Tire & Rubber Co. [BROADCASTING • TELECASTING, Jan. 1].

KVOO

OKLAHOMA'S GREATEST STATION FOR 25 YEARS

Tulsa Stores Lead in Sales

KANSAS CITY, Jan. 12—(AP)—Department store sales in the first week this year made big gains over the same period in 1950 in the tenth federal reserve district.

Tulsa led with a 66 per cent rise according to the federal bank's weekly report. The gain for the entire district was 38 per cent.

All states in the district also showed an increase in percentage of sales for the four weeks ending January 6 compared with the same period a year ago. Wichita topped this period with a 27 per cent gain, compared with a district average of plus 18.

Here is the percentage of increase for the week ending January 6: Colorado 35, Kansas 42, Missouri 32, Nebraska 33 and Oklahoma 50; Denver 33, Wichita 53, Kansas City (Mo.) 32, St. Joseph 19, Oklahoma City 38 and Tulsa 66.

The above article reprinted from the Jan. 12 Tulsa Tribune again demonstrates why the Tulsa Market Area, in northeastern Oklahoma, is Oklahoma's No. 1 Market.

Only KVOO blankets this market, in addition to bonus coverage of rich counties in Missouri, Kansas and Arkansas.

Edward Petry & Co. Inc.
National Representatives

NBC AFFILIATE
50,000 Watts

KVOO

BLANKETS OKLAHOMA'S NO. 1 MARKET

WIST (FM)

Suspends Operation

WIST (FM) Charlotte, N. C., this Saturday (Feb. 24) will suspend operations until construction on its new AM station is completed, Ray A. Furr, managing director, announced last week.

When the AM station, for which a construction permit was granted Jan. 26, is completed, The Broadcasting Co. of the South will go on the air as WIST-AM-FM, Furr added. The new AM station in Charlotte will operate on 930 kc with 5 kw day, 1 kw night.

Mr. Furr explained that the interim suspension of FM operations will free technical personnel and management to devote full time to construction of the new station.

He added that the company in February 1948 filed application for permission to operate a TV station and was looking forward to the lifting of the freeze.

FTC Order

ORDER by the Federal Trade Commission prohibiting alleged advertising misrepresentations in the sale of Arrid (Carter Products Inc., New York) has been affirmed by the U. S. Court of Appeals for the Seventh Circuit (Chicago). The court modified and affirmed the order the past fortnight. The product, a deodorant cosmetic, has been advertised in radio continuities and other media copy.

VOD WINNERS

Week-Long Events Fete Students

Mr. Burnett Miss Harmon Mr. Romulo Miss Newbrough

FOUR high school students picked from a million-and-a-half entrants in the annual Voice of Democracy contest are meeting high Washington officials this week as they receive scholarship awards and TV combination consoles. The week-long program started with a Friday dinner, followed by a weekend at Colonial Williamsburg.

Schedule of events was announced by Robert K. Richards, NAB public affairs director and chairman of the Voice of Democracy Contest Committee. Joining in sponsorship of the annual contest are Radio-Television Mfrs. Assn., U. S. Junior Chamber of Commerce and U. S. Office of Education.

Winning entrants were Marcie Anne Harmon, San Bernardino, Calif.; Norita Newbrough, Baton Rouge, La.; Robert A. Burnett, St. Louis, and Ricardo Romulo, Washington. They are being chaperoned by C. E. Arney Jr., NAB secretary-treasurer, and Mrs. Arney.

Informal dinner was held Friday at the Statler Hotel, Washington, awards week headquarters. They left for Williamsburg Saturday morning. On the Saturday schedule was luncheon at Williamsburg Inn; afternoon workshop; 4 p.m. NBC broadcast with President Kenneth Chorley, of Colonial Williamsburg, and a Korean veteran, Pfc. James D. Batten. The party was to return to Washington Sunday.

Today's (Monday) agenda opens with a Washington tour, winding up with an NBC recording session and dinner. Tuesday morning the group will meet J. Edgar Hoover, FBI director, and tour the FBI. The young people will visit President Truman at 11:30. After luncheon they will visit Senate and House galleries; Supreme Court and Justice Tom C. Clark; wind up with appearance at radio-TV clinic of Washington Ad Club.

To Meet Pace

Appointment with Frank Pace Jr., Secretary of the Army, opens the Wednesday program. Luncheon will follow at the National Press Club. In the afternoon the winners will be received by Gen. George C. Marshall, Secretary of Defense. After a Pentagon tour they will visit Edward Barrett, Assistant Secretary of State for Public Affairs.

Annual Voice of Democracy awards luncheon will be held at the Statler Thursday. Earl J. McGrath, U. S. Commissioner of Education, will preside. Portions of the winning essays and presentation of prizes by Secretary Pace will be broadcast by MBS. A Voice of America broadcast at 4 p.m. for worldwide transmission will wind up the week.

The four winners were selected by a board of prominent judges for writing and voicing the best broadcast scripts on the subject "I Speak for Democracy" in a competition that included 30,000 high schools in 48 states, District of Columbia and Puerto Rico.

National Judges were Erwin D. Canham, editor, *Christian Science Monitor;* Rabbi Norman Gerstenfeld, minister, Washington Hebrew Congregation; Frieda B. Hennock, FCC; H. V. Kaltenborn, news analyst; Corma A. Mowrey, president, National Education Assn.; Secretary Pace; W. L. Spencer, president, National Assn. of Secondary School Principals; Lowell Thomas, news analyst. The contest started last October as a feature of National Radio & Television Week, with contests in individual high schools. After community eliminations, prizes were given by Junior Chamber chapters and radio dealers coordinated by RTMA.

NAB member stations turned over transcriptions and recordings of community winners for use in the state and national judgings. Discs were identified only by key numbers.

ANNUAL AWARDS

Announced By Conference

ANNUAL radio and television awards of the National Conference of Christians and Jews were announced last week by Dr. Everett R. Clinchy, conference president. The awards are presented each year to networks, stations, programs and individuals "for outstanding contributions during the past year to mutual understanding and respect among American racial and religious groups."

The six radio winners were:

Mr. Cott

Individual radio personality, Ted Cott, general manager of WNBC and WNBT (TV) New York, for such productions as "Little Songs on Big Subjects" and the *New Freedom Documents* series.

Network series, Horace Heidt, for his *Youth Opportunity Program* over CBS radio and television.

Single network program, The United Nations Radio Division in recognition of its production, *Document A-777*, a dramatization of the U. N. Declaration of Human Rights.

Individual stations, KPOJ Portland, Ore.; WAVE Louisville, and WEEI Boston.

The television award was won by *Captain Video* and the DuMont Television Network.

Presentation of the awards is to be made this week, Feb. 18-25, celebrated nationally as Brotherhood Week, under the sponsorship of the conference.

INDIVIDUAL stars of the WLS Chicago *National Barn Dance* are being spotlighted in a new series *Hayloft Spotlight*, Saturday night shows by the station.

Put Yourself on a spot!

Reach 1,000 radio homes for 44¢*

WINS spots move mountains of everything—from collar buttons to "Constellations"—fast! Let us give you examples!
WINS spots have a high Pulse but a low rate per thousand homes. Let us show you!
WINS spots, in other words, sell more, cost less.
Get the straight facts on a WINS spot buy.
Call your WINS representative
. . . see him when he calls!

*Source: Pulse of N. Y.—Dec., 1950

Buy WINS... it Sells!

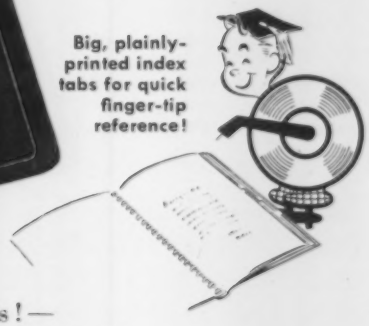
WINS 50KW New York

CROSLEY BROADCASTING CORPORATION

Standard Radio announces a NEW

BETTER-THAN-EVER CATALOG SYSTEM!

Individual color schemes for instant section identification!



Big, plainly-printed index tabs for quick finger-tip reference!

Complete information for announcers covering artists, composer, orchestration style and history of music

Our subscribers asked for it . . . and here it is!—
a catalog system that cuts hours off programming time!
—A clear, concise, better- than-ever indexing and cross-indexing of the complete Standard Library!

Now, combined in two handsomely embossed leatherette binders is everything you need for fast, easy programming! Section I carries a complete alphabetical listing of the Standard Library by talent. Section II breaks the big, best-selling Standard Library down by title, type, composer and year.

This light-weight, easy-to-handle catalog system will soon be on its way to Standard Subscribers. It's only one of many Standard Services to be coming your way in '51—another reason why Standard Library Service is the best buy of them all!

SELL WITH

Standard Radio

TRANSCRIPTION SERVICES, INC.

140 N. LaBrea, Hollywood
360 N. Michigan, Chicago
665 Fifth Ave., New York

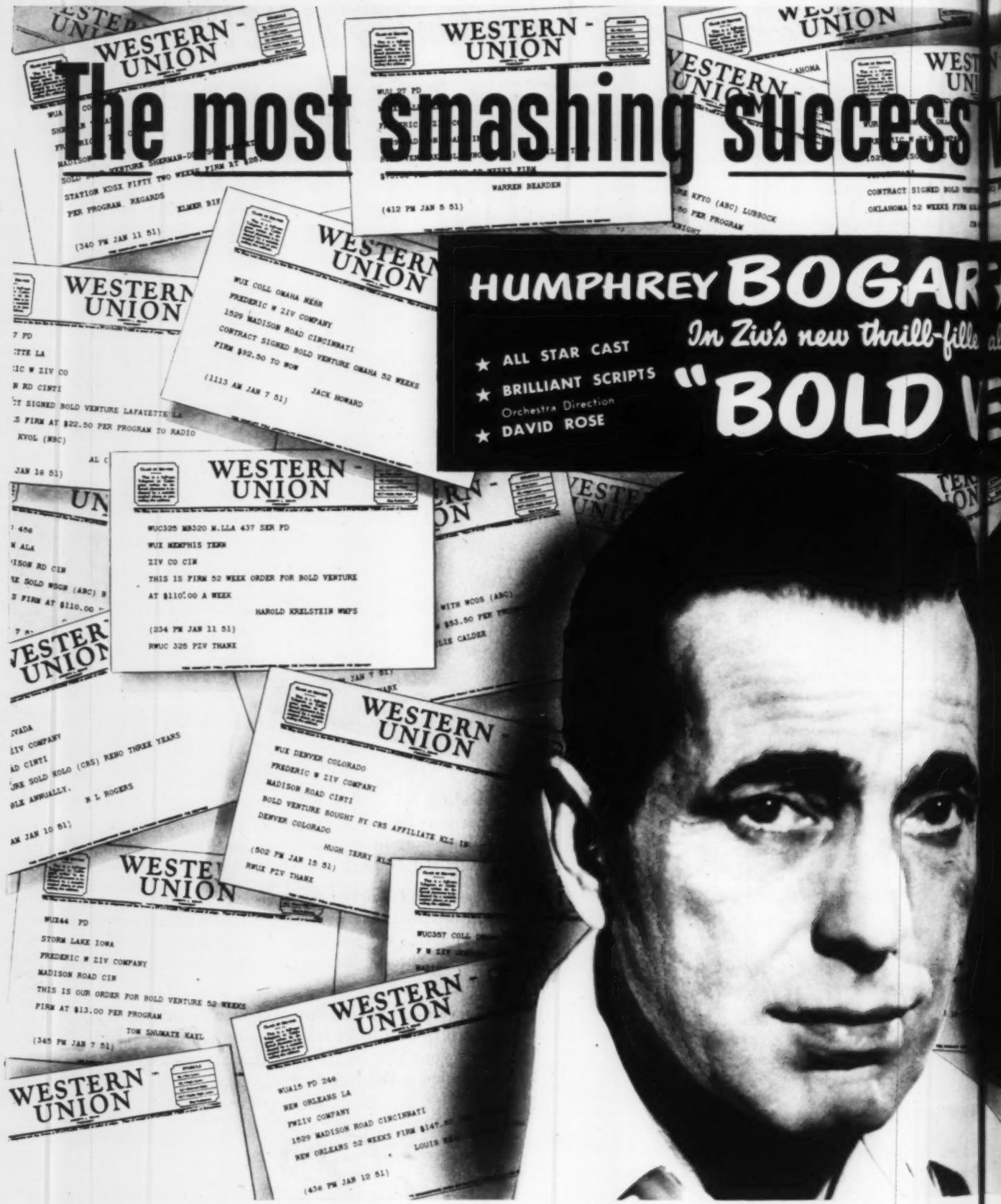
The most smashing success

HUMPHREY BOGAR

In Ziv's new thrill-fille

★ ALL STAR CAST
★ BRILLIANT SCRIPTS
Orchestra Direction
★ DAVID ROSE

"BOLD V


WESTERN UNION
WUC325 MB320 M.LLA 437 SER PD
WUX MEMPHIS TENN
ZIV CO CIN
THIS IS FIRM 52 WEEK ORDER FOR BOLD VENTURE
AT $110.00 A WEEK
HAROLD KRELSTEIN WMPS
(234 PM JAN 11 51)
RWUC 325 PZV THANX
WUX COLL OMAHA NEBR
FREDERIC W ZIV COMPANY
1529 MADISON ROAD CINCINNATI
CONTRACT SIGNED BOLD VENTURE OMAHA 52 WEEKS
FIRM $92.50 TO WOW
JACK HOWARD
(1113 AM JAN 7 51)
WUX DENVER COLORADO
FREDERIC W ZIV COMPANY
MADISON ROAD CINTI
BOLD VENTURE BOUGHT BY CBS AFFILIATE KLZ
DENVER COLORADO
(502 PM JAN 15 51)
RWUX PZV THANX
WUX44 PD
STORM LAKE IOWA
FREDERIC W ZIV COMPANY
MADISON ROAD CIN
THIS IS OUR ORDER FOR BOLD VENTURE 52 WEEKS
FIRM AT $13.00 PER PROGRAM
TOM SHUMATE KAXL
(345 PM JAN 7 51)
WUA15 PD 246
NEW ORLEANS LA
FWZIV COMPANY
1529 MADISON ROAD CINCINNATI
NEW ORLEANS 52 WEEKS FIRM
(436 PM JAN 12 51)

250 markets already sold! Hap

ver to hit the radio industry!

★ LAUREN BACALL

...fille half-hour adventure series

"...VENTURE"

★ TRANSCRIBED FOR LOCAL AND REGIONAL SPONSORS

FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK HOLLYWOOD

Hae you wired us your order yet?

editorial

Coy Merry-go-round

ONE OF THE most popular pastimes in radio is the fomenting—and subsequent denial of—the rumor that Wayne Coy is resigning from the FCC chairmanship.

The latest instance was within the past fortnight. Mr. Coy had left Washington on a long-delayed vacation—and upon doctor's orders. First the word—probably from the FCC inside—was that he wouldn't return to the hot seat he has held since 1947. Then Drew Pearson gave it the "prediction" treatment, making the flat statement that Mr. Coy would become something called the "Defense Communications Coordinator."

Coincidentally, speculation became rampant on his successor. Who but Madam Commissioner Frieda B. Hennock, darling of the educator's cause in TV, a stalwart New Deal-Fair Deal New Yorker, and a capable lady lawyer? Then the roll call of the lame ducks.

In passing, it might be noted that until a fortnight ago, Madam Commissioner Hennock had as her top assistant, not a lawyer, but a New York publicist, one Mike Jablons. He performed yeoman service on the educational-TV matter, giving it that kind of Broadway hoopla that is seldom associated with an allocations campaign. Mike regularly handles the affairs of Mary Pickford and her husband, Buddy Rogers.

As a matter of good reporting, we checked these latest Coy rumors, tongue-in cheek. The White House said there was nothing to them. And Mr. Coy, reached in Tucson, reported that if he had been offered a position, he was not in the confidence of the offerer.

Of course, one of these days it's going to happen. Mr. Coy will leave the FCC. His term expires next June 30. He didn't make too many friends or influence lots of people with his flat-footed position on color-TV.

But Wayne Coy doesn't back away from a fight. It's our guess he'll seek—and get—reappointment. Maybe, after that, war conditions permitting, he'll look for something else.

Meanwhile, it should be noted by all and sundry, that there are many "planters" without plantations in Washington, and that they do not necessarily come from the South.

When Silence Isn't Golden

HEARINGS begin Wednesday before the Senate Interstate Commerce Committee on a bill to give Government power to silence radio and TV, and all other "electromagnetic radiations" in event of enemy attack.

Stripped of its technical gobbledygook, the measure would give the military power to control communications *now*—in *peacetime*.

The bill should not pass. It isn't needed. Even Chairman Ed Johnson, who introduced the bill in the Senate at the request of the military, has serious misgivings about it. There will be plenty of military testimony for it. The opposition should be as potent.

The military theory is that in modern-warfare, "electromagnetic waves" can be used by enemy craft to "home" to their targets. The facts are that protective measures already well integrated in our radio and TV stations are believed adequate by responsible government as well as private authorities.

Moreover, under existing law (Section 606 (c) of the Communications Act) the President can commandeer any and all communications, with the proviso of ultimate compensation after due process of law. To take *all* stations off the air under an enemy attack would be to blind-fold and gag the populace when information and guidance is needed most.

Under classified civilian defense plans now in intensive preparation, and already locally tested, means have been found to thwart use of radio signals for "homing" and at the same time keep the public informed.

Guided-missiles, radio-controlled, whizzing through the stratosphere like supersonic comets, won't depend on radio or TV signals. The greatest danger may be special low power pretuned stations installed by enemy agents and operated only when needed. International point-to-point beams would be more vulnerable than broadcast frequencies.

There's lots of cloak-and-dagger stuff being spread about the broadcast services under war conditions. Of course, stations would go off the air when attack is imminent. But it would be done on predetermined schedule. The public would be informed. Predesignated stations would continue prescribed operations—to alert civil defense workers and buoy public morale. What could be worse than the summary silencing of all stations, with no word of explanation?

Congress won't be stampeded into handing over to the military power it doesn't need. But Congress has to be edified with the facts.

NCAA Offside

IT SEEMS CERTAIN the National Collegiate Athletic Assn.'s ban on telecasting of football is going to backfire.

The action itself is a classic example of the lengths to which a misguided gate-happy college athletic director may go. The odd quirk about the move is that television could easily become the greatest gate promoter for college football yet devised.

Barring of football television has aroused the long-suffering public whose tax dollars support a large segment of the colleges that would be included under the ban. It is the public that has made football the stellar drawing attraction it is. And it is the public that demands to see important games on TV. Now that same public is taking steps to insure that it will.

In many states bills are planned, or have been introduced, requiring state-supported schools to sell the right to telecast to the highest bidder. Minnesota, Michigan, California, Washington, Ohio, Illinois and Texas are all taking steps in that direction. If even a few of these bills become law, the entire NCAA campaign will be effectively blocked.

Last week the *Fort Worth Star Telegram*, owner of WBAP-AM-FM-TV, dealt with this subject in its lead editorial. Its argument was summed up in the following paragraphs:

Maybe the proposed legislative measures will accomplish what the tycoons of football have blocked in their short-sightedness and stubbornness. Once the ban is lifted by law insofar as state-supported schools are concerned, it is difficult to see how an effective ban could be enforced anywhere in the conferences.

Football would be back on television screens where it belongs as a public service and a public right, the game would get some of the finest promotion possible, and the school athletic departments would receive the television fees which now go down the drain with no proved offset in higher gate receipts. And the athletic directors would be back where they started from—directing athletics instead of attempting to direct educational policy, electronic progress, and the public's business.

To those paragraphs we add a hearty Amen!

our respects to:

GLEN McDANIEL

SELDOM are large-sized careers pictured as beginning with the hero in a nightshirt and straw hat. But Glen McDaniel, a vice president of RCA, and newly-elected president of Radio-Television Mfrs. Assn., is from Texas, where statuary in marble nightshirts is lacking only because no one has gotten around to it.

By the time the future RTMA president had reached the advance immaturity of a nightshirt, he had become a confirmed book reader. While his parents watched for whooping cough and measles from one quarter, he contracted a bad case of ivory tower-itis from another. Wearing an embryonic pucker about his eyes, he sat night after night communing with strange worlds, while the elder Mr. McDaniel, a man of temperate curiosity, failed to perceive that his offspring was ailing.

One morning about four o'clock, after a usual evening of bookish surcease from the cares of a moppet's world, the pint-sized future executive found himself afflicted with insomnia. Letting himself down from the bed, and absentmindedly covering his head with a straw hat against the prairie moon, he went in to his father. The head of the household, jarred at finding his own flesh and blood a nascent bookworm, took prompt action. With his head in the stars, young Glen found his feet in a cotton patch, where the need for manual activity on his part was overwhelmingly apparent. After tending the cotton patch, he found himself designated "an independent contractor" and peering uncertainly from behind the mud-spattered windshield of a wheat-harvest truck.

Surviving these brushes with reality, the infant recluse again was snatched from a relapse into the contemplative life and delivered aboard a horse located near a herd of cattle manifesting a strong tendency to disperse.

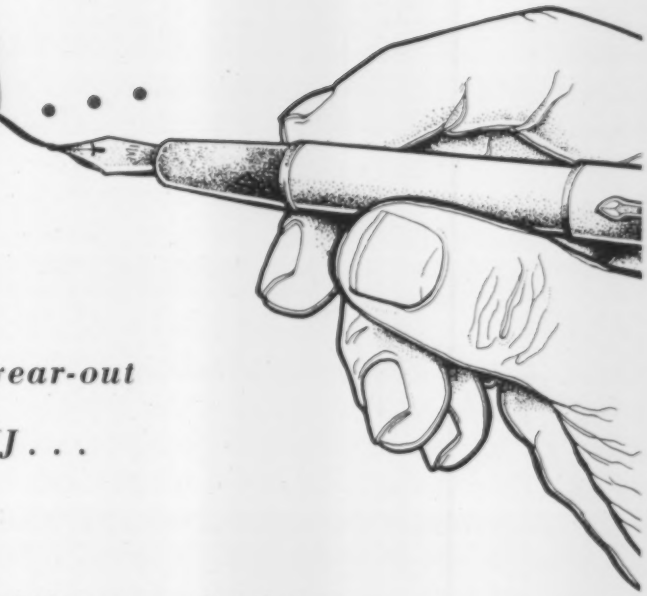
This chain of experiences continued, under his father's unwearied vigilance, until the adolescent Mr. McDaniel "apprehended a 21-rattle rattlesnake." The captive, each of whose rattles represented a year of outdoor living obviously was no newcomer to this world of strife. His capture attested to a sagacity unobtainable from libraries, so parental concern relaxed.

When Glen won the state oratorical contest, which was taken as threatening a reappearance of infant scholarliness, the entire family rallied to the rescue. Grandfather McDaniel, a civil engineer, hurriedly put the boy to work with a transit.

Finishing the public schools of Seymour, Tex., where he was born March 21, 1912, the growingly-genial young man went to

(Continued on page 80)

Renewals . . .



proof of the year-in year-out selling power of WWJ . . .

In radio business, you don't get renewals unless you give results. WWJ must be giving them.

Detroit's largest department store, on WWJ for the past 16 years with an hour-long daily program, renewed again. A utility, on WWJ since 1945 with three programs weekly, renewed again. A foremost men's clothing chain, on WWJ for 12 years with a nightly news program, renewed again. An automobile dealers' group, on WWJ 5 programs a week, just renewed again for its third year. And so it goes.

What better proof is there of the effectiveness of WWJ . . . NBC station in Detroit . . . now celebrating its 30th year of community leadership . . . in a market of 1½ million radio sets in the homes and cars of workers who spent more than 3 billion dollars last year in Detroit's retail stores!

FIRST IN DETROIT . . . . . Owned and Operated by THE DETROIT NEWS

National Representatives THE GEORGE P. HOLLINGBERY COMPANY
Associate Television Station WWJ-TV

WWJ AM-FM
Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS FM—CHANNEL 246—97.1 MEGACYCLES

front office

JACK W. ROGERS, promotion-publicity and merchandising director WBAP-AM-FM-TV Fort Worth, appointed regional sales manager. He replaces JACK HOLMES, who becomes sales manager in film division for Frederic W. Ziv Co., N. Y. THAINE ENGLE, commercial film director, will succeed Mr. Rogers, as promotion-publicity director.

Mr. Rogers

JOHN F. NOONE, sales and promotion assistant to E. T. MEREDITH, vice president and general manager, E. T. Meredith Publishing Co., appointed sales director, WPIX (TV) New York, effective March 1. He will have direct charge of all sales merchandising, sales promotion, development and service, in addition to his duties as director of station's sales staff.

E. P. H. JAMES, onetime advertising manager of NBC and later MBS vice president, appointed director of centennial public relations for Corning Glass Works, Corning, N. Y.

TOM HAWLEY, sales staff WCBS New York, transferred to N. Y. office CBS Radio Sales, as account executive.

WBNS gives you this rich portion of sales producing Ohio.

This is a big chunk of prosperous Ohio territory you sell when you advertise on WBNS. There are 187,980 WBNS families with an income of $1,387,469,000. WBNS covers the market at lower cost to advertisers.

A test will prove to you that you get the best results in central Ohio radio when the station is WBNS.

WBNS
PLUS WELD-FM

ASK JOHN BLAIR
NATIONAL REPRESENTATIVES

POWER WBNS 5000 - WELD 53,000 - CBS COLUMBUS, OHIO

SIDNEY RICH, salesman WLOL Minneapolis, to WDGY same city as sales manager. He takes over duties handled by HARRY PECK, vice president and general manager.

RA-TEL Representatives Inc., N. Y., appointed representative for WTSP Tampa, Fla.

J. McCARTHY MILLER appointed commercial manager WSPB Sarasota, Fla., replacing WILLIAM BASKERVILLE Jr., now with WFMY-TV Greensboro, N. C. [BROADCASTING • TELECASTING, Feb. 12].

E. ORMOND ANDREWS, Harry Ditman Adv. Agency, Phila., and DAVID YANOW, salesman WIP Phila., appointed commercial representatives for WCAU Phila.

GLENN RINKER, commercial manager KAFY Bakersfield, Calif., named station manager replacing FRANK WILBUR, resigned.

ADAM J. YOUNG Jr. Inc. appointed representative for Greater St. Louis Broadcasting System (KSTL and WEW St. Louis; KXLW Clayton, Mo.; WTMV East St. Louis). Stations will sell time at combination rate.

VIRGIL V. EVANS Jr., account executive WFMY-TV Greensboro, N. C., appointed commercial manager. He replaces ROBERT M. LAMBE [BROADCASTING • TELECASTING, Feb. 12]

Mr. Evans

BUD WHEELER to sales staff CKXL Calgary.

HOMER GRIFFITH, director of national sales Western Div. Progressive Broadcasting System, Hollywood, to KAFP Petaluma, Calif., as commercial manager.

DICK BAKER, sales staff WJNO West Palm Beach, Fla., to active duty with Air Force, as captain. ROY PARKER, station's sales-service representative will take over Mr. Baker's duties along with his own.

DR. M. POTOSKI appointed president CKDM Dauphin, Man., new 250 w station on 1230 kc. K. S. PARTON named managing director. GEORGE GALLAGHER, CJGX Yorkton, named sales manager, and JOHN M. HENDERSON, CKRM Regina, appointed production manager. Station is represented by Broadcast Representatives Ltd., Winnipeg, and Radio Representatives Ltd., Toronto and Montreal.

LEM C. HALL, Los Angeles zone manager retail sales promotion *Life* magazine, to Columbia Pacific Network and KNX Hollywood as account executive.

Personals . . .

HOWARD S. MEIGHAN, vice president and general executive CBS Hollywood, in Hawaii on month's vacation. . . . D. L. PROVOST, business manager WBAL-AM-TV Baltimore, appointed to volunteer emergency stabilization cooperation committee for city by Mayor Thomas D'Alesandro Jr. . . . KEN CRAIG, executive assistant to general manager WBBM Chicago, returns to work after two weeks illness. . . . GEORGE HEINEMANN, TV operations chief NBC Chicago, appointed civilian defense coordinator in television by Mayor Martin H. Kennelly. . . . KING MITCHELL, account executive KOMO Seattle, father of boy, King Jr. . . . MORT WERNER, manager KVEN Ventura, Calif., in New York for 10 days.

SAM ROSS, assistant manager CKWX Vancouver, elected director of advertising and sales bureau of Vancouver Board of Trade.

HARRY MAIZLISH, president and manager KFWB Hollywood, and ROBERT J. McANDREWS, managing director Southern Calif. Broadcasters Assn., re-elected to represent broadcasting industry on board of governors, Greater Los Angeles Chapter, National Safety Council for 1951. . . . FRANK MARX, ABC New York vice president in charge of engineering, in Hollywood to check equipment installation at newly acquired Vine St. radio studios now under construction.

ORVILLE F. BURDA, general manager KDIX Dickinson, N. D., elected president of city's Chamber of Commerce. . . . WALTER HAASE, station manager WDRC Hartford, re-elected member of board of directors of Greater Hartford Community Chest. . . . HARRY BUTCHER, manager KIST Santa Barbara and JACK R. WAGNER, manager KDB Santa Barbara, named mayor to serve on Emergency Price Stabilization Committee. . . . D. M. BALTIMORE, general manager WBRE Wilkes-Barre, Pa., elected president Wilkes-Barre Advertising Club. . . .

WILLIAM V. HUTT, general manager KLRA Little Rock, Ark., named president Arkansas Associated Press Broadcasters for 1951. . . . DONN B. TATUM, vice president and general counsel Don Lee Broadcasting System, Hollywood, named radio-TV committee chairman for 1951 Los Angeles Red Cross fund raising campaign. . . .

1878 Frank D. Scott 1951

FRANK D. SCOTT, 72, retired radio attorney, died last Monday at Palm Beach, Fla., after a brief illness. Funeral services were held Friday at his hometown, Alpena, Mich.

Mr. Scott had closed his radio law practice two years ago, devoting his time to travel with his wife, Jane, who survives him. He had been spending winters at Palm Beach and San Diego, summering at his Alpena home. Among his clients had been WOR New York, KMBC Kansas City, WKBW Buffalo, WBVA Richmond, WHO Des Moines and the McClatchy stations.

Mr. Scott

Born Aug. 25, 1878, he was educated in the Alpena public schools and U. of Michigan. He was graduated from the Michigan law school in 1901. After practicing law and serving as city attorney he was elected in 1911 to the Michigan State Senate, serving two terms.

In 1914 Mr. Scott was elected to Congress from his native district, serving in seven Congresses. He was a member of the House Committee on Merchant Marine and Fisheries which wrote the original Communications Act in 1926-27.

Mr. Scott set up a law practice in Washington in 1927, concentrating on a relatively small number of radio clients. He served as special counsel to the Federal Radio Commission in one of its first court actions. He was a leading citizen of Alpena and was an ardent supporter of civic enterprises in that city. While in Washington he lived at the Raleigh Hotel.

He was a member of the first board of directors of the Federal Communications Bar Assn.

'VOICE' NEEDS

Get Defense Priority

PRIORITY ratings may be assigned by the State Dept. to any materials it earmarks for maintenance and expansion of the Voice of America under a government regulation issued last Monday.

The National Production Authority said the Voice is "directly related to the national defense effort" and gave the department authority to assign any DO priorities it deems necessary "to meet authorized procurement and construction requirements" of the international information program.

The authority is designed to expedite acquisition of certain materials and equipment essential to the Voice program. Heretofore, the Voice technically had been blocked by military DO orders in its quest for procurement of steel to meet overseas antenna and transmitter needs authorized by the 81st Congress [CLOSED CIRCUIT, Nov. 27, 1950].

NPA did not specify types of material and equipment required to operate and expand the Voice but said they include those used in radio and electronics, motion picture, and press and publication equipment.

The State Dept. was not among the previously-designated claimant agencies for assignment of DO ratings. These are the Dept. of Defense, Atomic Energy Commission, Coast Guard, National Advisory Committee for Aeronautics and the Civil Aeronautics Administration.

Specifically, the Secretary of State is empowered to (1) apply ratings to direct contracts and purchase orders, and (2) transfer that right "to persons placing orders for materials."

NEWSPRINT

20% Production Cut Seen

NEWSPRINT production may be curtailed as much as 20% this year because of the "acute" shortage of sulphur or some other factor, but the government plans no controls over the supply at present.

These opinions were expressed by the National Production Authority before the House Interstate & Foreign Commerce Committee which opened hearings on newsprint and how it will be affected by the nation's mobilization program.

Authorities have agreed that rationing of newsprint could have far-reaching implications on broadcast advertising budgets, touching on national network and spot billings, rate structures and other phases. Additionally, about 25% of the nation's radio-TV stations are newspaper-owned [BROADCASTING • TELECASTING, Jan. 8].

Gabriel J. Ticoulat, director of NPA's Pulp & Paper Div., told the House group that while the government contemplates no controls now, the nation's publishers face a shortage of 130,000 tons of newsprint notwithstanding the sulphur shortage. Continued curtailment of sulphur, he added, would mean at least a 20% cutback in newsprint production.

NPA ordered paper mills, however, to set aside about 5% of monthly newsprint output (and up to 10% of other types of paper) for government use. The directive, NPA explained, "is not expected to reduce the amount of paper available for civilian production."

Appearing before the House committee were representatives of the American Newspaper Publishing Assn., National Editorial Assn. and Newsprint Service Bureau.

Advertisement

From where I sit *by* Joe Marsh

Slim and His "Ali Species"

Slim Baker, who's always doing something crazy, had a lot of people smiling last week because his entry won a ribbon in the Women's Club Annual Pet Show.

Seems as though Slim saw a strange-colored alley cat with no tail over at Central City and brought it home. He washed, combed, and brushed it and put a collar on it with a card reading "Ali Species." Then he enters it in the show.

Hanged if the ladies didn't think it was some rare kind of cat and gave it a special award! When one of them asked Slim where she could get one like it, he said, "It's all yours, M'am —I can get an 'Alley. Cat' *anytime I want!"*

From where I sit, some of us are pretty easily "taken in" just because someone else says it's so. Whether it's awarding prizes or passing judgment on a person's right to enjoy a temperate glass of beer—let's take a good look from stem to stern, and learn what it's all about before making up our minds.

Joe Marsh

Copyright, 1951, United States Brewers Foundation

INCOME RISE

Noted by Commerce Dept.

PERSONAL income in December 1950 was at an all time-high with an annual rate of $240.7 billion, compared to a rate of $232.9 billion in November of the same year. Total personal income in 1950 amounted to $223 billion, $17 billion higher than 1949's total of $206 billion, according to the U. S. Dept. of Commerce *Business News Reports*.

Wage and salary receipts in December were at an annual rate of $153.5 billion, $1.4 billion higher than November. Total wage and salary receipts amounted to $142 billion in 1950 an increase of more than $10 billion over 1949.

Total nonagricultural incomes amounted to $205.6 billion in 1950, a substantial increase over the $188.2 billion set in 1949. Total agricultural income however, dropped slightly to $17.6 billion from the $17.9 billion of 1949. Federal, state and local government payrolls showed an increase of $2 billion over 1949, totalling $22.4 billion in 1950. Factory payrolls showed the largest increase, amounting to $5 billion (12%) more than in 1949.

GOODYEAR Tire & Rubber Co., sponsor of ABC's *Greatest Story Ever Told*, has given permission to schools, religious and civic groups to tape record the broadcasts off the air and play them back on a non-commercial basis.

Shown at the speakers' table at the ABA winter meeting are (l to r) John Esau, Tulsa, NAB board member; Tom Mull, educational director, Arkansas Fish & Game Commission; Jim Cox, BMI, New York; Sam W. Anderson, retiring president of ABA; C. Hamilton Moses, president, Arkansas Power & Light Co., and Oliver Gramling, assistant to the general manager for radio, Associated Press, New York. Not present when the picture was taken was Arkansas Governor Sid McMath.

* * *

ABA ELECTS

KGRH's Stevenson President; Other Officers Named

FRED J. STEVENSON, KGRH Fayetteville, was elected president of the Arkansas Broadcasters Assn. at the annual ABA winter meeting in Little Rock last fortnight.

Others elected included S. C. Vinsonhaler, KGHI Little Rock, vice president, and Storm Whaley, KUOA Siloam Springs, secretary-treasurer.

New board of directors is composed of Sam W. Anderson, KFFA Helena; Harold Sudbury, KLCN Blytheville; Ted Rand, KDRS Paragould; Julian Haas, KARK Little Rock; John Wolever, KTHS Hot Springs, and Leon Sipes, KELD El Dorado.

The delegates heard Ralph Hardy, director of government relations, NAB, describe the overall operation of NAB and its recent reorganization and significance.

Jim Cox, BMI, New York, explained BMI program directors clinics.

Oliver Gramling, Associated Press, New York, told his audience that news broadcasting is still radio's prime service to listeners.

Major Carl Martin, Arkansas director of civil defense, lauded radiomen for their willingness to cooperate in civil defense preparations.

Attending

Among those who registered at the meeting were:

Melvin Spann, and June Spann, KWAK Stuttgart; Glen Robertson and Leonard Coe, KVLC Little Rock; Harold Sudbury, KLCN Blytheville; George Frazier and L. B. Tooley, KXAR Hope; Dick Crane, KNEA Jonesboro; S. C. Vinsonhaler, KGHI Little Rock; Adrian White, KPOC Pocahontas; Robert Wheeler, KHOZ Harrison; Lloyd L. Bryan and C. R. Horne, KXRJ Russellville; Ray Dexter and Ted Rand, KDRS Paragould; Betty Woods and Sgt. Ted Woods, KOSE Osceola; Sam W. Anderson and Bill Bigley, KFFA Helena; Fred J. Stevenson, KGRH Fayetteville; Frank Browne, KWFC Hot Springs; Leon Sipes and W. N. McKinney, KELD El Dorado; Carroll Blewster and Richard Tuck, KVMA Magnolia; Walcott Wyllie, KBRS Springdale; James P. Walker and John Esau, KFPW Fort Smith; David M. Segal, KDMS El Dorado; Bill Hutt, Harris Owen, Joe Myers, Mark Weaver, Oscar Alagood and Kermit Tracy, KLRA Little Rock; Bill Deaton and J. M. Moore, KVRC Arkadelphia; Dr. H. E. Williams, Southern Baptist College, Walnut Ridge; Jared Trevathen, Albert Wer, Jim Higginbotham and W. R. Smith, KBTA Batesville; David James and Bill Fogg, KXJK Forerst City; Davis Crockett, KAMD Camden; R. B. Bell, KENA Mena; Weldon Stamps, KFSA Forth Smith.

Jim Douglas, G.E., Dallas; Pierre Weis, Langworth, New York; Joe Carlton and Doyle Bates, Carlton Radio, Little Rock; Theil W. Sharpe, Collins Radio, Dallas; David R. Milsten, SESAC Tulsa; Peter J. S. King, SESAC, Shreveport; Bob Shuffler, Earl Lipscomb Assoc., Dallas; John Devine, Standard Radio, Dallas; Don Gilbert, Minnesota Mining, St. Louis; Al Stein, Associated Press, Kansas City; Wiley D. Wenger, RCA, Dallas; Jim Felton and W. S. Pollard, Extension Service, Little Rock; Jim Martin, Arkansas Forestry Dept. Little Rock; Oliver Gramling, Associated Press, New York; J. R. Anderson, Associated Press, Little Rock; Ronald Autry, Associated Press, Memphis; Jim Cox, BMI, New York; Hugh Allen, Langworth, New York.

Caldwell Meets Press

MILLARD F. CALDWELL JR., chief of the nation's Federal Civil Defense Administration, was scheduled to appear on NBC-TV's *Meet the Press* yesterday (Sunday), 4-4:30 p.m. Mr. Caldwell, former governor of Florida, returned early last week from England where he conferred briefly with British civil defense officials on mutual problems. He was expected to review national progress in defense planning on the show under questioning by Lawrence Spivak and other reporters.

* * *

Among the newly-elected ABA officers are (l to r) Mr. Vinsonhaler, Mr. Stevenson and Mr. Whaley.

Have You Seen the "Primer"?

Just off the press! Eight pages of facts and figures presented in simple "first grader" style that gives you the low-down on this tremendous market as concerns CKLW. Reading time: 2 minutes! Uses: Unlimited! Write today . . . it's FREE.

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CKLW

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Adam J. Young Jr., Inc.
National Representative

★

J. E. Campeau
President

AIR RAID ALARM

Supersonic System Planned for D. C.

PLANS for a supersonically-controlled air raid warning system to blanket the nation's capital—utilizing a 250 w FM transmitter and 34 high-power amplifiers—were revealed last Wednesday by the District of Columbia's Civil Defense Communications Advisory & Planning Committee.

The blueprint was disclosed after a meeting Feb. 9 of District officials and local civil defense representatives, including Ross Beville, WWDC Washington [BROADCASTING • TELECASTING, Feb. 12]. Plan still must be approved by the D. C. board of commissioners.

Purpose of the plan, according to Mr. Beville and Herbert A. Friede, D. C. communications superintendent and committee chairman, is to increase the efficacy of civil defense by "providing it with an instantaneous medium for mass public communication before, during and after air raids."

Three radio frequencies in the 40-50mc band, made available to local civil defense by FCC, will be used for the District air raid warning system. Equipment is now on order to construct the 250 w transmitter plant at the Communications Command Center, already designated by the local Office of Civil Defense.

Three frequencies will (1) connect the command center with the 34 supersonically-controlled amplifiers, to be activated by special FM receivers controlled at the center in the event of warnings and for mutual aid purposes; (2) permit communication between the command point and four control centers, to be equipped in turn with 50 w FM transmitters; and (3) permit reservation for special services such as "walkie-talkie" communication, pack receivers and other mobile equipment.

Officials pointed out that installation and operation of supersonically-controlled devices, a new departure for air raid warning systems, makes it unnecessary to use telephone and other lines now in demand for other uses. Moreover, such lines are vulnerable during emergency, they added.

Hook Up Plans

While the 34 amplifiers (described as modified public address horns) are to be located in the District proper, other communities have been consulted and invited to "hook up" with the network by installing similar equipment. Permission also would be granted to private industry, it was explained.

Officials also noted that while supersonic devices are new for air raid warning applications, the development is the outgrowth of experimental work in transit radio and other specialized FM broadcast services. WWDC-FM is the capital outlet for Transit Radio Inc.

Mr. Beville has been supervising broadcast phases (AM, FM, TV, transit radio) in current District planning and will consult periodically with station executive and engineering personnel.

RANDAU NAMED

Assumes New CDA Post

APPOINTMENT of Clem J. Randau, radio and newspaper executive, as executive director of the Federal Civil Defense Administration was announced last Wednesday by Administrator Millard F. Caldwell Jr. Mr. Randau has been serving as assistant to Mr. Caldwell since the first of the year [BROADCASTING • TELECASTING, Feb. 5].

The CDA official, who is a member of the board of directors of WNEW New York, also is chairman of the CDA Policy Committee. In his new capacity he is expected to supervise all management phases of civil defense at the government level, working directly with the administrator under James J. Wadsworth, acting deputy administrator.

Mr. Randau formerly was associated with United Press and Field Enterprises Inc., including the four Field-operated stations and its newspaper, the Chicago *Sun-Times*. After 1947 he was president and director of KFBI Wichita and also Illinois-Wyoming Oil Co. He was retired until his federal appointment, though he still retains interest in the *New Milford* (Conn.) *Times*.

ELECTRONICS

'Womanpower' Needs Cited

INTEREST in the radio-electronics field has increased substantially since the outbreak of the Korean war last year, according to the Capital Radio Engineering Institute, Washington, which reports an influx of requests daily from both industry and the armed forces.

The growing shortage of manpower will stimulate the need for women, who are being encouraged to enter the radio-electronics field, CREI added. The institute called attention to positions opened during World War II to trained women who filled defense jobs. Present mobilization may re-open such postions, CREI said, citing its own course which may be completed in 20 months.

SECURITY PLAN

Joint Hill Group Urged

A PROPOSAL urging a joint Senate-House Un-American Activities Committee, to replace the present standing committee in the lower chamber, was sponsored Feb. 8 by Rep. Jacob Javits (R-N. Y.).

Rep. Javits' plan was in the form of a concurrent resolution which would set up a combined unit to study administration of the McCarran subversive-control law, espionage, sabotage, international security and other phases now handled by the House Un-American Activities Committee. Group also would probe Communist and Fascist propaganda and individual rights.

VOA BOOSTS TIME

More Programs, Languages

VOICE OF AMERICA last week boosted its daily program output to 35 hours and number of languages to 28 with the addition of Lithuanian, Amoy (Chinese) and Mandarin dialects to its expanding schedule. Lithuanian is the first of three Baltic republic languages to be added, with Estonian and Latvian slated later.

The new daily schedule calls for 15 minutes in Lithuanian consisting of news and commentary beamed from the U. S. and abroad; 30 minutes of Amoy with news and features on American-Far Eastern relations, emanating from New York and relayed by shortwave transmitters in Manila and Honolulu, and 15 minutes of Mandarin, bringing the Voice's China output to five hours daily.

Needs Copper

SHORTAGE of available copper wire has become so acute among communications firms that at least one has advertised its willingness to trade with manufacturers. In a recent ad in the *Wall Street Journal*, Federal Telephone & Radio Corp., Clifton, N. J., said it is offering "large quantities" of switchboard and magnet wire, cable, non-ferrous metals and other items in return for 20,000 lbs. each of certain types of soft bare and soft tinned copper wire. Federal also reportedly needs plain enamelled magnet wire and cold rolled steel sheet.

Profits Tax Returns

BUREAU of Internal Revenue has released schedules and instructions dealing with corporation filing of returns under the new Excess Profits Tax law. The tax applies to corporations for tax years ending after June 30, 1950, but not to tax years that ended prior to July 1, 1950. First returns are due by March 15. All corporations must file the returns even though not subject to the tax. Revenue collectors have been instructed to be "sympathetic" to "meritorious requests" for time extensions.

*ET's

... are an important part of RCA Victor's business!

***ELECTRICAL TRANSCRIPTIONS** of every description—from spot announcements to full-length programs—are RECORDED, PROCESSED, PRESSED in the country's best-equipped studios and plants.*

Complete transcribed radio production and script-writing facilities are also available.

A-1

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Contact a Custom Record Studio today at Dept. 2B in New York, Chicago or Hollywood

Custom Record Sales

"THE MASTER'S VOICE"

Radio Corporation of America RCA Victor Division

POLITICAL LIBEL

State Law Is Best Answer—Shipley

BEST HOPE of solution to the broadcaster's predicament from the ban on censoring political broadcasts and possible resultant libel suits rests in appropriate state legislation such as exists in California, Florida and certain other states, according to Carl L. Shipley, Washington broadcast attorney.

Writing in the current issue of the Federal Bar *Journal*, (Vol. XI, No. 2), Mr. Shipley states that since Congress has been aware for nearly 25 years "of the confused interpretation surrounding Section 315" of the Communications Act (requiring stations to give all candidates for an office equal access to the air if one is granted time, while also prohibiting censorship of material aired) "and has failed to take action, it is reasonable to suppose that ultimate clarification must rest with the courts."

Until the U. S. Supreme Court does clarify Sec. 315, which it may do in the *Felix v. Westinghouse Radio Stations Inc.* case involving Westinghouse's KYW Philadelphia as well as WCAU and WFIL there [BROADCASTING • TELECASTING, Feb. 12; Jan. 22; Dec. 25, 1950], "broadcasters can best protect themselves by requiring as a condition precedent to providing time that copies of political speeches be submitted in advance, and, if defamatory material is found, politely pointing out the possible consequences," he says.

Might Post Bond

"Without censoring," Mr. Shipley writes, "this may evoke cooperation from the speaker. If not, the only alternative may be to require political speakers to post adequate bond, or to sign an agreement to indemnify the radio station against defamation suits, or for the station itself to carry defamation insurance."

Mr. Shipley explains the underlying problem is the "reach" of state laws and the "confines" of federal laws "operating in the same general field." He notes FCC's Port Huron decision (warning that stations censoring political talks in violation of Sec. 315 could be denied renewal of license) concluded the federal government had so occupied the field that state laws must be subordinated to federal policy. The courts have differed over FCC's interpretation of Sec. 315, however, he states.

The problem is further confused, he says, by the conflict in statutes among various states as to the basis of liability of a station airing a defamatory political speech. One aspect is whether radio defamation is libel or slander, the latter being more difficult to prove and hence an advantage to stations in jurisdictions where this rule applies.

Another aspect, he says, is whether the liability is to be based on the law of defamaton or negligence. Mr. Shipley explains that under common law an original publisher of defamatory material is absolutely liable, "even in the absence of intent or negligence." In this class, he points out, fall newspapers, marketing specialists and laymen who repeat defamatory statements.

"But a secondary disseminator of defamation is only liable if he has failed to exercise due care," Mr. Shipley writes. "This is the principle that has been applied to news vendors, booksellers, telephone and telegraph companies, libraries and publishers of 'canned news.' Here again, the law as applied to broadcasters in the various states goes both ways."

Application

"The weight of existing judicial authority points toward application of the rule of absolute liability," Mr. Shipley says, "even to the extent of holding the broadcaster liable for defamation on a network program which originates in another city."

California, Colorado, Florida, Georgia, Illinois, Nebraska, Virginia, Wyoming and Hawaii are the only states and territory which "have squarely treated with political defamation as such" and for "practical purposes" have solved the problem of enacting statutes absolving station operators from liability for political defamation, he states. Some other states have touched on the subject, he notes.

Kansas, Oregon, Iowa, North Carolina and South Dakota have statutes providing the broadcaster shall not be liable unless he has been negligent, while Indiana adds the requirement that a retraction must have been aired, Mr. Shipley indicates. Montana and Utah have statutes protecting the station from liability unless there is actual malice.

North Dakota adds to the broadcaster's difficulty with a statute making radio defamation a crime, he says. "Thus, if a broadcast licensee censors a political speech he commits a crime under the federal law, and if he doesn't, he commits a crime under state law."

Protection Scope

The Washington state statute only protects the broadcaster from liability if he has required a written script in advance and cuts the speaker off the air when he deviates from it, Mr. Shipley writes. He points out, however, that since FCC rules forbid such measures, "the backhand effect of the statute is to make certain that the broadcaster is liable for defamatory political speeches made over his facilities."

FACILITIES are the same but the motif is different for the new "Radio Cottage" equipped by WEAU Eau Claire, Wis., as a permanent installation. The "cottage," located in the lobby of a local hotel, is equipped with control board, two turntables and remote lines to the hotel's grill room. (Above) Bob Montgomery, WEAU disc jockey, holds forth from 11 p.m. to 1 a.m. and 2 p.m. to 5 p.m. Newscasts and other programs also originate at the installation, created by Program Manager Bob Nelson and Station Manager Harry Hyett.

NBC SUIT DROPPED

At Request of Judell

PLAGIARISM suit filed against NBC, William Morris Agency, Writer Irving Brecher and other individuals for $400,000 by Writer Maxson F. Judell has been dismissed at the request of the plaintiff following transfer of the case from Los Angeles Superior Court to Federal Court by the Morris office.

Mr. Judell charged in the suit filed several weeks ago that a program he wrote, *Million Dollar Mystery*, and appointed the agency to sell, was later sold by them to NBC under the title of *One Thousand Dollars Reward* as the work of another agency client, Irving Brecher.

Retaliatory action was taken against Mr. Judell by William Morris which last Tuesday filed suit against the writer in federal court, Los Angeles, asking for what is believed to be $51,000 for "declaratory relief and damages for malicious prosecution."

WILS *Lansing's Most Powerful Station*

FEBRUARY 19, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

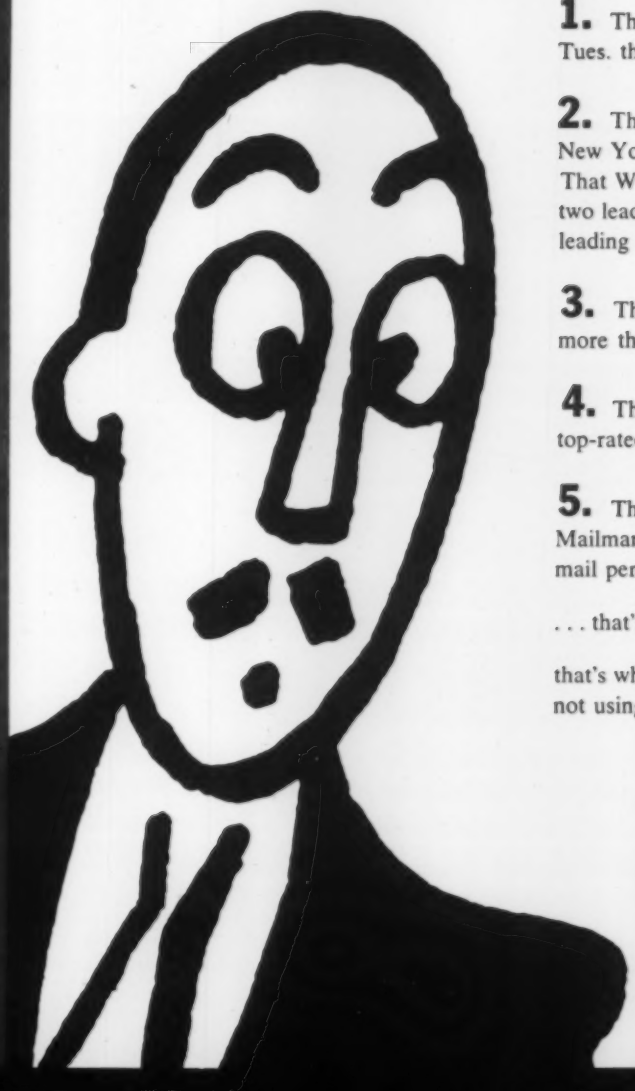
IN THIS ISSUE:

Set Makers Ready Conservation Plans
Page 57

Courtesy Manors Sells with Personal Touch
Page 58

Latest Set Count By Markets
Page 62

tv buyers – did you know?



1. That WOR-tv, channel 9, is *tops* in local sports,* Tues. thru Sat.?

2. That WOR-tv – the *newest* tv station in New York – is 4th in national spot business? That WOR-tv clocks more spot business than the two leading independent tv stations and one leading network outlet?

3. That 10 WOR-tv shows attract audiences of more than 1/4-million viewers per broadcast?

4. That WOR-tv's wrestling matches are the top-rated for real sock-seeing in New York?*

5. That one WOR-tv program, "The Merry Mailman", has averaged at least 2,000 pieces of mail per week during the past two months?

. . . that's selling! that's getting tv audience!

that's why *you* are losing tv money if you're not using

WOR-tv channel **9**

**January 1951 Pulse*

1

2

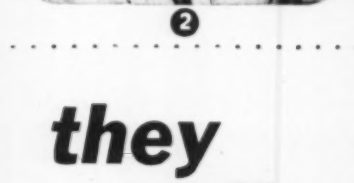
3

4

they sell by day

5

6



7

8

Here are some of America's most successful salesmen.

They sell scores of products to thousands of eager customers. They are invited guests into these customers' homes . . . invited because they are homemaking experts and entertainers. Their endorsement of the products they sell gives people *confidence* in buying. Their record of sales successes is impressive.

Here are the salesmen who are setting sales records for delighted advertisers in the most vital markets of the land. They are leading spot television personalities who are unusually equipped to sell your product too. They sell when people buy . . . by day.

1. *Kathi Norris* . . . . **WNBT New York**
2. *Herbie Mintz* . . . . **WNBQ Chicago**
3. *Chef Milani* . . . . **KNBH Hollywood**
4. *Ernie Kovacs* . . . . . **WPTZ Philadelphia**
5. *Polly Huse* . . . . **WBZ-TV Boston**
6. *Mildred Funnell* . . **WNBK Cleveland**
7. *Nancy Osgood* . . . **WNBW Washington**
8. *Bob Stone* . . . . . **WRGB Schenectady–Albany–Troy**

NBC SPOT SALES

NEW YORK CHICAGO CLEVELAND SAN FRANCISCO HOLLYWOOD

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C.

FEBRUARY 19, 1951

BROADCASTING, Telecasting $7 annually, 25c weekly

CONSERVATION TECHNIQUES

Set Makers Ready Plans

By FRED FITZGERALD

ALREADY within the lengthening shadows of material shortages brought on by the accelerated defense measures, the nation's set makers last week gave further tangible evidence of the conservation techniques that are being readied for production lines throughout the industry.

In Washington, Philco Corp. unveiled a new television receiver which was described as the outgrowth of a two-year engineering project at Philco. According to Leslie J. Woods, vice president, research and engineering, the new TV chassis "has proved its superiority in field performance tests and also conserves many critically scarce materials."

Meanwhile, RCA made its report last Friday on the fruits of its laboratory research towards the end of conserving scarce materials. RCA through its patent pool licenses the major portion of the radio-TV industry.

At the Philco showing last Thursday it was brought out that the new chassis eliminates the use of cobalt entirely and the amount of aluminum needed is reduced 68%; silicon steel, 58%; ferrite, 51%; copper, 26%; and nickel, 15%. Most of the savings are effected through substitution of nonstrategic materials as well as redesigning and reducing some parts. It was emphasized by Mr. Woods that the completed receiver "achieves an over-all performance level superior to present TV sets."

Techniques Available

According to Philco, which stated that all its economy techniques are available to other set manufacturers who desire to utilize them, if such a conservation plan had been instituted by the industry during 1950, there would have been a total estimated savings of about 4,600 tons of copper, 27,600 tons of silicon steel, 440 tons of cobalt, 224 tons of nickel, 2,950 tons of ferrite (which includes 20% nickel oxide); 2,100 tons of aluminum. These figures were premised on a 1950 production figure on nearly 7½ million television sets.

Among the more important changes in the new TV chassis of Philco are "more efficient and economical" deflection circuits. These circuits control the electron beam, both horizontally and vertically, as it traces the picture on the television screen. Another development is the design of a new power supply, including two selenium rectifiers in a voltage doubler circuit, which works with the new deflection circuits and eliminates the usual heavy power transformer.

Third step by Philco is a new electrostatic-focus picture tube which is specifically designed for use with the aforementioned deflection circuits and power supply, which gives "excellent picture quality" and also saves important quantities of scarce materials.

Philco said it would have the innovations in its production line by April with possibility of complete changeover by June.

RCA, in its report, elaborated on technical developments which industry-wide "will save millions of pounds" of critical metals and still enable radio and TV manufacturers to maintain present high-quality standards.

Officials said the developments include an electrostatic picture tube and redesigned loudspeakers. These alone, they said, cut the amount of critical cobalt by 90% in the average TV receiver.

RCA President Frank M. Folsom said that "when these conservation steps are applied by the industry, they will save millions of pounds of cobalt, copper, nickel, aluminum, brass, steel, and other critical metals."

Growing out of stepped-up conservation research work initiated at the outbreak of the Korean war, the developments have already been made available by RCA to radio, television, and tube manufacturers throughout the industry, RCA reported, adding that the manufacturers were assured that additional engineering advances will also be made available.

Find New Ways

Mr. Folsom noted that manufacturers have been able to maintain a substantial level of production by finding new ways to use scarce materials, but said the length of time during which the current production rate can be maintained will depend both on restrictions imposed by the nation's mobilization program and on manufacturers' continued ingenuity in meeting conservation needs.

For every million average 17-inch TV sets produced by the industry, Mr. Folsom said these material savings would be made: Alnico, an alloy containing 24% cobalt and other scarce materials, 732,800 pounds; steel, 784,000 pounds; copper, 510,700 pounds; aluminum, 224,000 pounds; brass, 146,400 pounds; nickel, 46,000 pounds.

Officials said the conservation program has been extended by RCA Service Co. to include installation of television sets, with a redesigning of the antenna which cuts the use of aluminum by 50% and, on an industry-wide basis, would result in an annual savings of 2 million pounds for each million installations. Use of copper in transmission lines also has been reduced

(Continued on page 68)

NBC TELEVISION SPAC members (see story page 25) are (l to r): Standing, Martin Campbell, WFAA-TV Dallas, and Dean Fitzer, WDAF-TV Kansas City; seated, E. R. Vadeboncoeur, WSYR-TV Syracuse, SPAC secretary for TV, and John T. Murphy, Crosley Broadcasting Corp. (WLWT Cincinnati, WLWD Dayton, WLWC Columbus), SPAC vice chairman.

SNOW CROP SALES

Hamilton Lauds TV Results

TELEVISION has been doing a tremendous job for Snow Crop products, H. T. (Tom) Hamilton, advertising manager of Snow Crop Marketers, Division of Clinton Foods Inc., told BROADCASTING • TELECASTING last week.

In the past few months the trend in sales on frozen coffee, which was introduced and promoted through television only, has risen steadily.

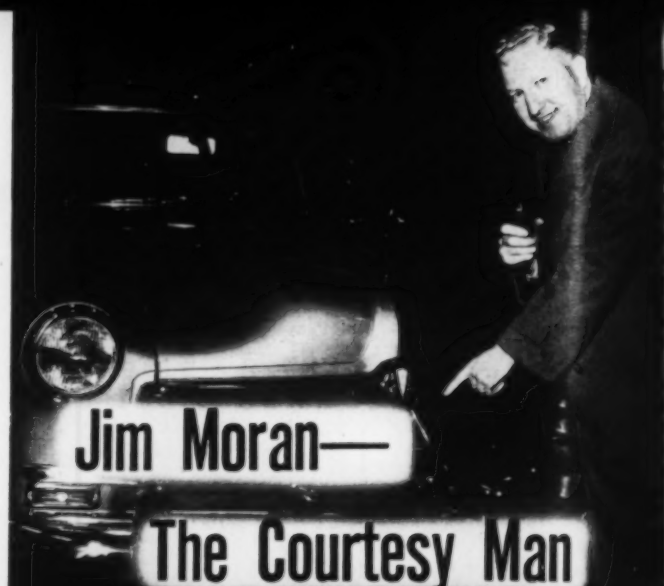
Snow Crop Marketers has been sponsoring *Your Show of Shows* Saturday night on NBC-TV, but cancels it in mid-March [BROADCASTING • TELECASTING, Feb. 5] to buy a film, dramatic, half-hour shows twice a week on afternoon station option time in 30 to 40 markets. Approximately three-quarters of the stations are already lined up, Mr. Hamilton said.

One of the reasons for cancelling the network program and starting the new series "is that the network can't clear the specific markets that we want," Mr. Hamilton declared.

Although Snow Crop was covering 53 markets by sponsoring part of *Your Show of Shows*, they were not necessarily the urban type of market that the company is interested in, Mr. Hamilton explained.

The network show cost the firm approximately $30,000 weekly for time and talent. Mr. Hamilton estimated that the new series would probably run on a similar budget.

Mass Auto Sales With a Personal Touch



WHEN 17-year-old Jim Moran opened his own filling station in 1936, he adopted a simple get-ahead formula. He said to each and every customer: "Good Morning (Afternoon or Evening);" he asked: "How are *you?*," whether or not the patron liked it; he closed with: "Hope you drop in again."

Men who have watched the progress of tow-headed James Moran, president of Chicago's Courtesy Motor Sales Inc., say his manner hasn't changed one iota in 15 years.

"It isn't what Jim Moran says to you, it's the way he says it," is the comment of one of Jim's first customers. "At that Sinclair station up in Rogers Park where I first met him, he was always quick to check my car for oil and water, wash the windshield—even before he was asked to do so. But a lot of station attendants did that. The difference between Jim and the average salesman was that he looked you in the eye when he talked to you. You felt that you were transacting business with a friend. You found yourself going back to see him again."

* * *

LARGE sign, featuring likeness of Jim Moran doffing his hat, lets motorists on Chicago's West Grand Ave. know where Courtesy Motor Sales does business. View is looking east on Grand Ave. at Central Park.

This friendly approach, which Jim calls common *courtesy*—the name he gave his Hudson automobile agency in 1948—has carried Jim Moran to phenomenal heights in the automotive sales world. His sales volume totaled $20 million in 1950.

Jim is the first to acknowledge that, were it not for television, he would be "just a neighborhood success."

Today, two years after Courtesy Motor Sales bought its first TV time, a few Chicago advertising men still are asking what makes the Courtesy TV campaign click. The answer is: It has Jim Moran's personal touch. A "nice guy" to everyone he meets—shoeshine boys, elevator operators, mechanics, grease monkeys, and doormen and waiters at the Illinois Athletic Assn., where he often dines with fellow members—Jim is the perfect example of a low-pressure saleman. It is his simple charm, together with husky good looks (176 pounds, 6 feet, engaging grin, close-cropped, curly, blond hair) that puts him over.

When he first took television seriously in the fall of 1948 (automobile dealers then were having to do a selling job for the first time since World War II), he at once sensed its "auto showroom" possibilities. But he also saw in the new medium an opportunity to project his comparatively quiet, subdued technique of selling, which had brought him success whenever he found time to deliver a pitch *in person*.

Early in his business career he had found himself penalized because there are only 24 hours in one day. As long as he had one filling station, he stayed on the job from 7 a.m. to 11 p.m. and attracted an increasing number of patrons. But when he expanded his early operations to four stations, business at one or the other fell off in his absence. Now, through television, he can do a personalized mass selling job.

By February 1949, he became "Jim Moran—the Courtesy Man" on WENR-TV (ABC) Chicago, sponsoring wrestling matches Wednesday nights from Rainbo Arena. He made a personal appearance five times during each program when the camera shifted to "Opera Drive" in front of the station's headquarters at the Civic Opera Bldg. Here, alongside a procession of new Hudsons and highly polished used cars, beautified by klieg lights, Jim calmly pointed out the best features of his cars during each announcement period. There was no hokum, no come-on to his selling. He was "courtesy" personified.

Sets Pattern For Other Dealers

This $1,200-per-week show set a pattern for other Chicago auto dealers to follow, resulting in a bonanza for the city's TV stations. The Courtesy wrestling show brought such prosperity to Jim that within eight months he was able to bankroll *Courtesy Theatre* on WGN-TV, the *Chicago Tribune* station. This Sunday night show, most highly rated of his TV ventures, brought Chicago viewers their first feature-film TV theatre. Mr. Moran wisely chose to break in for an announcement only once during the program.

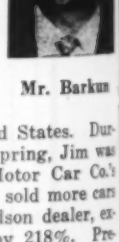
Last February he unveiled the

QUICK to sense the "auto showroom" possibilities of television, Jim Moran personally handles Courtesy commercials. With the informality of an in-store salesman, he points out the best features of his cars during each announcement period.

* * *

Friday night *Courtesy Hour*, a 60-minute variety show with himself as m.c., at WENR-TV's Civic Studio. This show is interrupted only 2 minutes and 56 seconds for commercials, which approaches Jim Moran's ideal of "no commercials at all—Courtesy can speak for itself."

From the beginning of his TV activities Jim has worked with Account Executive Hal Barkun, of Malcolm-Howard, Chicago agency, who spends much of his time on the Courtesy account.



Mr. Barkun

Mr. Moran's 1950 expenditure of $36,000 monthly for TV paid off handsomely. Last May, he sold 1,436 new and used cars. His sale of 690 new Hudsons that month topped every other auto dealer in the United States. During a contest last spring, Jim was awarded Hudson Motor Car Co.'s "Oscar" for having sold more cars than any other Hudson dealer, exceeding his quota by 218%. Presentation of the award was made July 15 in Chicago by Robert Smith, district manager of Hudson Sales Corp. Currently, he sells more Hudson "Baby Hornet" models than any other because he is pushing this exclusively Courtesy development. The car is really a Hudson Pacemaker souped-up and improved by Moran mechanics.

Courtesy Motor Sales, which

…d for business May 1, 1948, …40-foot storefront at Grand …Central Park Avenues, on Chi…'s west side, now occupies three …ks with facilities valued at $1,-…000. This includes a $500,000 …rvice center, where 61 cars can …"Courtesy-conditioned" at one …, and an "assembly line" where … cars are reconditioned and …n a 6,000 mile guarantee. …urtesy has 167 mechanics, and a …al of 346 employes, as compared …h 14 in its pre-TV days.

Hudson officials in Detroit think …much of Jim Moran's merchan…ing and advertising methods that …y seek his counsel from time to …e on national policies, and send …oups of dealers to Chicago to …dy his far-flung operations.

One of the Courtesy Man's most …mmendable practices is to cam…ign for the automobile industry …a whole. He has never been …own to rap a competitor. His …putation for square deals has …read far beyond the borders of …hicagoland, attracting orders …m as far as the East and West …oasts and south to Florida. He …as shipped cars to England, France and Norway.

Courtesy Noted For Community Service

Locally, Courtesy Motor Sales distinguishes itself by contributing heavily to the Community Fund, Boy Scouts, Christmas Clearing House, and giving benefit TV shows for such drives as the annual Cancer Campaign. Many churches and charitable groups raffle off Hudsons because Courtesy furnishes them at cost.

In December, Santa Claus was on the job at Courtesy headquarters every night during the week before Christmas from 7 to 10 p.m. He gave away toys valued at $9,850 to deserving children. Courtesy's pony cart, drawn by the show ponies, "Honey" and "Sugar," appeared in Chicago's big pre-Christmas parade on State St. Jim Moran spent a total of $14,000 during the Christmas season on various charitable projects. A large amount went toward a gala Christmas Eve party which was telecast.

The Moran organization has had the same set of officers since its beginning. Jim is president. Stanley Rodine, secretary, and Peter De Met, treasurer.

KTSL Goes CBS April 1

KTSL (TV) Los Angeles, which CBS bought last Dec. 31, becomes the network's Los Angeles TV outlet April 1, when the CBS affiliation with KTTV (TV) Los Angeles, in which the network owned 49% of the stock, terminates. Merle S. Jones, general manager of KTSL, KNX and the Columbia Pacific Network, said that about 22 hours of network programs would be added to the KTSL schedule on that date.

PETRY MANUAL

Gives Full TV Sales Data

SALESMEN of the TV division of Edward Petry & Co. have just received a 220-page sales manual containing complete descriptions of the 287 local programs currently being telecast by the 12 TV stations represented by Petry. Also included are market data sheets and coverage maps of the stations, program pictures and success stories.

The book is prepared in looseleaf form so the salesman can leave with the advertiser or agency the pages on any station or program as "tangible, factual, sales-conducive reminders of each station's availabilities" (to quote from the manual).

Publication of the sales manual is the fourth step in a long-range program to improve, expand and standardize all sales service material of the company's TV division. First step, made last September, was a survey of key timebuyers to determine what kind of material they wanted from TV station representatives, the form in which they wanted it and the preferred method of delivery. Next, facts about each station were collected and published as standardized single-page station market data sheets. Third, program information was gathered and processed along the lines indicated as preferred by the buyers. Finally, all this information was collected in the manual, which will be kept up-to-date by a weekly bulletin, "TV News in Review."

WAAM SEMINAR

102 Students Register

REGISTRATION of 102 students for the first annual Regional Television Seminar, held in Baltimore last Friday and Saturday, was announced late last week by WAAM (TV) Baltimore. The students represent 18 colleges and universities from Pennsylvania to North Carolina. The educational institutions are co-sponsoring the project with WAAM [BROADCASTING • TELECASTING, Feb. 5].

Four of the major addresses at the seminar were slated to be telecast. WAAM reported it had cleared time for talks by representatives of three networks and one leading advertising agency.

Seminar officials said time had been cleared for addresses by Charles Underhill, general manager, CBS-TV; William I. Kaufman, casting director, NBC-TV; Robert Saudek, vice president, ABC, and a script editor from BBDO.

Titled "Career Opportunities in Television," the seminar was to conclude with a summing-up session in which students, educators and broadcasters reviewed results of the meetings and the outlook for careers in TV. All meetings were held at the WAAM building.

LOUIS HAUSMAN, v. p. in charge of CBS promotion; Milton Dammann, chairman of board, American Safety Razor Corp.; Robert Q. Lewis, star, Silver Star Blade-sponsored *The Show Goes On*, and Victor Strite, v. p. in charge of sales for the razor corp., celebrate renewal of show on 40 CBS-TV stations.

FINAL negotiations for renewal of *Hoffman Hayride* on KGO-TV San Francisco are set by (l to r) Gayle V. Grubb, general manager, KGO-AM-TV; Walter Epstein, general manager, Hoffman Sales Corp.; Robert Selby, vice president, Walter McCreery Inc., agency representing Hoffman in San Francisco, and Dude Martin, program star.

HERMAN MERGARD Jr., owner of bowling alley chain, takes sponsorship of WCPO-TV Cincinnati's *Midday Merry-Go-Round*. L to r: Wilfred Guenther and David Brown, pres. and v. p., respectively, Guenther, Brown & Berne Inc., agency; "Big Jim" Stacy, program m.c.; John Patrick Smith, WCPO-TV representative, and Mr. Mergard.

GOING OVER detailed plans for sale of Bing Crosby Enterprises' filmed TV products are, seated (l to r) Everett Crosby, firm president, and Edward Petry, president of Edward Petry & Co. Standing are Charles B. Brown, TV sales director, Crosby Enterprises; Tom Dawson, manager, TV Div., Petry Co.; Richard J. Dorso, president, Century Artists Ltd., and executive v. p., United Television Programs [BROADCASTING • TELECASTING, Jan. 22]; Basil Grillo, sec.-treas., Crosby Enterprises, and Jerry King, head, Standard Radio Transcriptions Services Inc., and UTP president.

More than ever...

More than ever, television-wise sponsors are giving TV news shows their close scrutiny...then snapping up the choice availabilities fast. News today is a hot commodity!

Ever consider TV news for *your* product? *The best in Alabama is on WAFM-TV*—twice daily: 12-12:15 p.m., Monday thru Friday; 11-11:15 p.m., Monday thru Saturday.

Alabama's

Alabama's finest news coverage is combined with the world-wide films of International News and Telenews Productions, then edited especially for Alabama viewers.

best

Best is just one way to describe these fifteen-minute newscasts (ten minutes of film, five of local news by a top local reporter). They're complete, accurate, up-to-the-minute.

TV news

TV news *in Birmingham* is good news for you. Because Birmingham is loaded with new industry...and booming with new industry's fat payrolls and heavy spending.

buy

Buy time on these TV news shows for your product and you'll have a headliner on your hands in no time at all. For complete details, get in touch with Radio Sales, or

WAFM-TV

"TELEVISION ALABAMA"

Live Camera · CBS in Birmingham

Represented by Radio Sales

FREEDOM TO VIEW

Choice Limited, Hennock Says

DECLARING that people have no freedom to choose what they want to view, Comr. Frieda B. Hennock last week lamented the fact that there is "only the choice of viewing what is offered or turning off . . . sets and seeing nothing at all."

Comr. Hennock, guest of honor at a dinner of the Philadelphia Adult Educational Council last Thursday when she received a special award for her espousal of the educational cause in radio and television [BROADCASTING • TELECASTING, Feb. 12], went on to cite educational stations as the answer to this problem.

"The establishment of educational television stations will, in effect, be giving the public an alternative—their long delayed freedom of choice," she said.

Comr. Hennock described TV as "perhaps the ultimate mass medium of communications. It is a synthesis of radio, the press and the film; it is superior to each and all of them."

She cited the "great" effect of video upon the culture and mores of our society and, labelling the medium "the educators" challenge, maintained "we must work with television and not in competition with it."

Some critics of the plan for reservation of TV channels for educational station use have maintained that education has operated "well-enough without television's benefits," Comr. Hennock asserted. She continued:

To answer this we need only to examine the history of our country. Through education we have developed the world's greatest democracy. This democracy has in turn helped to develop the greatest and most productive forms of industry. This industrial structure has created television. To complete the cycle, television must now be utilized to expand and vitalize education.

Comr Hennock praised the farsightedness of the Philadelphia Board of Education and the "public-spirited cooperation" of three local stations—WPTZ (TV), WCAU-TV and WFIL-TV—for setting up "a working model" of how video can be used for educational purposes. Although she conceded these programs to be "a shining example," Comr. Hennock nevertheless said it was necessary for educators to have their own "independent stations, controlled and operated by educators" in order to realize the "full educational potential" of the medium.

"Education is too important to be handled on a half-way basis. Commercial broadcasters, no matter how cooperative and willing, cannot devote sufficient time to meet . . . educational needs."

THAWING FREEZE

Far Away Places Get TV

FROZEN TV areas—those too far away from a station to receive signals—may be thawed out considerably when and if a community TV aerial system produced by Jerrold Electronics Corp., Philadelphia, comes into general use.

At Lansford, Pa., a Jerrold 85 foot tower was installed at the top of a mountain and the boosted signal carried by wire to individual homes, piping in reception from three Philadelphia stations more than 70 miles away. The system was originally designed for apartment houses. Some think it will soon be possible to insert a local commercial from a local control room by breaking into a distant station's commercial time.

President Milton Shapp said that TV stations could more than double their coverage areas if—and it's a big if—materials for building the systems do not become impossible to obtain. Jerrold officials estimate that the systems can be supplied for the next six months.

TV COSTS DOWN

Dannenbaum Cites Rates

TELEVISION circulation costs and per-impression rates are going downward, not upward, according to Alexander W. Dannenbaum Jr., commercial manager of WPTZ (TV) Philadelphia.

Disagreeing with claims that TV is "too expensive," Mr. Dannenbaum reminded that the medium is not charged with failing to deliver an adequate return for monies invested.

Mr. Dannenbaum

Referring to an article titled "Runaway Costs." in the Jan. 22 BROADCASTING • TELECASTING, in which a discussion at the Television Assn. of Philadelphia meeting was reviewed, Mr. Dannenbaum said a paragraph in the story did not properly represent his position. The paragraph quoted him as saying during informal debate that TV is merely trying to get back some of its original investment.

His position, Mr. Dannenbaum said, was that TV is delivering a high return per dollar invested. Referring to "an incipient crusade by some timebuyers to establish the premise that television rates are too high," he said, there have appeared "seeds of fact concerning the ability of advertisers to afford the costs" but these "become lost in charges that the rates are not realistic and not worth the price asked.

"It is my belief that most people, when they speak of advertisers being unable to afford increased rates, are arguing not that the rates are too high for the advertising delivered but that the budget of some given advertiser cannot afford the cost of a specific type of program he may desire," Mr. Dannenbaum said. "In my opinion the answer rests in the advertiser's TV purchases being tailored to meet the size of his budget.

"The responsibility for finding more ways of adjusting the television advertising dollars rests with the advertisers, agencies, networks and stations alike. Many steps in this direction have already been taken. Prime examples are the Kate Smith participation type of sponsorship and the *Saturday Night Revue* approach. Still more recent arrangements are the policies being followed by Pet Milk, Norge and Motorola on the NBC Wednesday 8-9 p.m. program. Here each advertiser sponsors a show every third week. The two weeks he is off the air he receives an identification of his sponsorship on the other sponsors' shows.

"Television is the most forceful selling tool yet devised. But let's not forget that it's a new tool with new uses and new applications. It's up to all of us to find and use them.

"Rather than criticize television costs per se, let's look at television in respect to what it delivers per dollar invested. This is the advertiser's approach to any other medium; why not television? We in television honestly believe that the present rates are justified. And we believe we always will be able to justify our rates."

WALTER WINCHELL is presented the second annual Champion Sportsman of the Year Award for his untiring efforts on behalf of the Damon Runyon Cancer Fund and for his contributions to all humanity. L to r: Frank Stranahan, of the Champion Spark Plug Co., which originated the award last year; Harry Wismer, ABC sports director, and Mr. Winchell. Award was presented on Mr. Winchell's ABC program Feb. 11.

Jurien Hoekstra

JURIEN HOEKSTRA, 57, concert singer, actor and at one time with KMOX St. Louis as public relations director, died Feb. 12 at his home in Kalamazoo. Mr. Hoekstra had just returned from a trip to organize March of Dimes campaigns in Baltimore and other cities.

SOLD DOWN THE RIVER

UP THE RIVER

ACROSS THE RIVER

When Advertised on WOC-TV

WOC-TV Sells! It is now pulling more than 1,000 proofs of purchase a month (4,698 in January) for a cracker concern using a ½-hour local live show a week!

WOC-TV Sells! It enabled an auto dealer, sponsoring a weekly wrestling film, to move into third place last summer—and the dealer's car is an independent make NOT in the low price field!

WOC-TV Sells! It helped a potato chip maker, using two one-minute live announcements a week, increase his sales 400% a week.

WOC-TV Sells! And it has a host of success stories like the above to prove it sells! If you want sales in the rich Quint-City market, you want WOC-TV! Get the facts from your nearest F & P office—or from WOC-TV direct.

WOC-TV, Channel 5
Davenport, Iowa

Free & Peters, Inc.
Exclusive National Representatives

The QUINT CITIES

WOC-TV
AM FM

B. J. Palmer, ***President***
Ernest C. Sanders, ***Resident Manager***

YESTERDAY
and
TODAY
in
Central Indiana
at
WFBM-TV
"First in Indiana"

•

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . . there are

120,000

Sets in use in WFBM-TV's coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by The Katz Agency Inc.

WFBM-TV

Channel 6

"First in Indiana"

telestatus

Network Programming Trends Reported by Pulse

(Report 151)

MORE network TV time was aired during the Pulse survey week in January 1951 than in December 1950, Multipulse program trends indicate. Most of the increase went to comedy-variety, musical-variety and interview programs.

In the order of average ratings, the 10 top-ranking program types for January were:

Boxing (including Louis-Beshore fight)	26.0
Westerns & Serials	19.6
Talent Programs	16.9
Drama & Mystery	16.8
Pres. Truman (all nets combined)	15.9
Comedy Situation	15.1
Comedy Variety	13.3
Musical Variety	13.3
Children Shows	11.3
News	11.2

Comedy-variety shows lead the listing of Multipulse programs by types in the period Jan. 2-8. Top 10 types follows:

	±¼ Hrs.	Avg. Rtg.
Comedy-Variety	133	13.3
Children Shows	97	11.3
Drama & Mystery	72	16.8
Quiz-Audience Participation	67	10.3
Women's Interest	60	5.9
Musical Variety	40	13.3
Interviews	26	7.7
Comedy Situation	20	15.1
Wrestling	18	8.8
Basketball	18	9.0

* * *

'Star Theatre' Tops Nielsen Report

NATIONAL Nielsen ratings of television programs for the two weeks ending Dec. 23 show *Texaco Star Theatre* in first place. *Your Show of Shows* was in second place in number of homes reached. Complete list follows:

HOMES REACHED IN TOTAL U. S.

Rank	Program	Homes (000)
1	Texaco Star Theatre	5,475
2	Show of Shows (Crosley)	3,805
3	Show of Shows (Participation)	3,778
4	Toast of the Town	3,707
5	Philco TV Playhouse	3,677
6	Fireside Theatre	3,532
7	Show of Shows (Snowcrop)	3,521
8	You Bet Your Life	3,253
9	Martin Kane, Private Eye	3,216
10	Stop the Music (Lorillard)	3,067

% OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes (%)
1	Texaco Star Theatre	56.0
2	Fireside Theatre	49.1
3	Show of Shows (Participating)	48.0
4	Toast of the Town	42.5
5	Show of Shows (Crosley)	41.3
6	Robert Montgomery Presents	40.6
7	Philco TV Playhouse	39.6
8	Show of Shows (Snowcrop)	38.6
9	Arthur Godfrey's Scouts	37.7
10	Gillette Cavalcade	37.5

(Copyright 1951 by A. C. NIELSEN CO.)

* * *

New Time Rates Announced by WBNS-TV

WBNS-TV Columbus, Ohio, announces a new evening one-hour, one-time rate of $450, effective with its new Rate Card No. 3, now in effect. It lists Class B time, 5-7 p.m., Monday through Friday; sign-on to 1 p.m. Sunday; sign-on to 7 p.m. Saturday and 11 p.m. to sign-off Sunday through Saturday, as $337.50 an hour; Class C, all other hours is now $225, on a one-time rate.

Announcement rates, either film or slides, on a one-time basis, run as follows: Class A, 6:59 p.m. to 11 p.m., Monday through Saturday; 1 p. m. to 11 p.m. Sunday, $100; Class B, 4:59 p.m. to 6:59 p.m. Monday through Friday, sign-on to 1 p.m. Sunday, sign-on to 6:59 p.m. Saturday, and 11 p.m. to sign-off Sunday through Saturday, $80; Class C, $50.

* * *

American Research Reports January Ratings

LATEST report on televiewing by American Research Bureau shows *Texaco Star Theatre* as the leading program in January. ARB reports the show was seen in an estimated 7.6 million homes by 25 million persons.

ARB TV-Nationals were reported for January as follows:

RANKING BY POPULARITY RATING

1. Star Theatre	71.1
2. Cavalcade of Sports	58.1
3. Comedy Hour	54.4
4. Talent Scouts	53.1
5. Fireside Theatre	52.1
6. Your Show of Shows	51.5
7. Godfrey & His Friends	50.1
8. Philco Playhouse	48.1
9. Greatest Fights	46.1
10. Groucho Marx	44.1

RANKING BY HOMES REACHED

	(Add 000)
Star Theatre	7,608
Comedy Hour	5,556
Cavalcade of Sports	5,436
Your Show of Shows	4,956
Godfrey & His Friends	4,956
Philco Playhouse	4,860
Groucho Marx	4,668
Greatest Fights	4,488
Talent Scouts	4,236
Fireside Treatre	4,188

Weekly Television Summary—FEBRUARY 19, 1951, TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	7,000
Ames	WOI-TV	42,006
Atlanta	WAGA-TV, WSB-TV	91,225
Baltimore	WAAM, WBAL-TV, WMAR-TV	264,865
Binghamton	WNBF-TV	32,700
Birmingham	WAFM-TV, WBRC-TV	36,000
Bloomington	WTTV	13,800
Boston	WBZ-TV, WNAC-TV	650,000
Buffalo	WBEN-TV	181,957
Charlotte	WBTV	56,631
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	815,471
Cincinnati	WCPO-TV, WKRC-TV, WLWT	250,000
Cleveland	WEWS, WNBK, WXEL	422,503
Columbus	WBNS-TV, WLWC, WTVN	132,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	105,319
Davenport	WOC-TV	44,668
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	170,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	405,000
Erie	WICU	46,280
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	105,319
Grand Rapids Kalamazoo	WLAV-TV	107,297
Greensboro	WFMY-TV	49,812
Houston	KPRC-TV	65,238
Huntington-Charleston	WSAV-TV	35,250
Indianapolis	WFBM-TV	120,000
Jacksonville	WMBR-TV	27,000
Johnstown	WJAC-TV	68,125
Kalamazoo-Grand Rapids	WKZO-TV	120,269
Kansas City	WDAF-TV	100,600
Lancaster	WGAL-TV	80,553
Lansing	WJIM-TV	42,500
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	877,421
Louisville	WAVE-TV, WHAS-TV	78,553
Memphis	WMCT	75,117
Miami	WTVJ	52,500
Milwaukee	WTMJ-TV	212,888
Minn.-St. Paul	KSTP-TV, WTCN-TV	238,298
Nashville	WSM-TV	23,040
New Haven	WNHC-TV	136,500
New Orleans	WDSU-TV	47,179
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,150,000
Newark	WATV Inc. in N. Y. Estimate	
Norfolk	WTAR-TV	56,783
Oklahoma City	WKY-TV	73,375
Omaha	KMTV, WOW-TV	64,011
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	784,000
Phoenix	KPHO-TV	30,150
Pittsburgh	WDTV	212,000
Providence	WJAR-TV	105,255
Richmond	WTVR	62,867
Rochester	WHAM-TV	73,575
Rock Island	WHBF-TV	44,668
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	37,500
San Antonio	KEYL, WOAI-TV	40,134
San Diego	KFMB-TV	81,000
San Francisco	KGO-TV, KPIX, KRON-TV	143,406
Schenectady Albany-Troy	WRGB	139,600
Seattle	KING-TV	68,200
St. Louis	KSD-TV	254,000
Syracuse	WHEN, WSYR-TV	101,405
Toledo	WSPD-TV	120,000
Tulsa	KOTV	61,065
Utica-Rome	WKTV	36,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	219,760
Wilmington	WDEL-TV	57,757

Markets on Air 63 — Stations on Air 107 — Estimated Sets in Use 10,959,400

Editor's Note: Totals for each market represent estimated sets within televiewing area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

The CLIENT with a SOLE

. . . and good Business Sense, too

Sunday Evening February 18th marks the 171st consecutive time that the Century Shoe Repairing spot has flashed on WMAR-TV's Channel 2 just before Ed Sullivan's much loved "Toast of the Town." That the Century people are pleased with their spot is self-evident.

Spot business is good business—premium time guaranteed by contract. Within the range of any budget, the client makes quite sure his message reaches and stays with a vast audience.

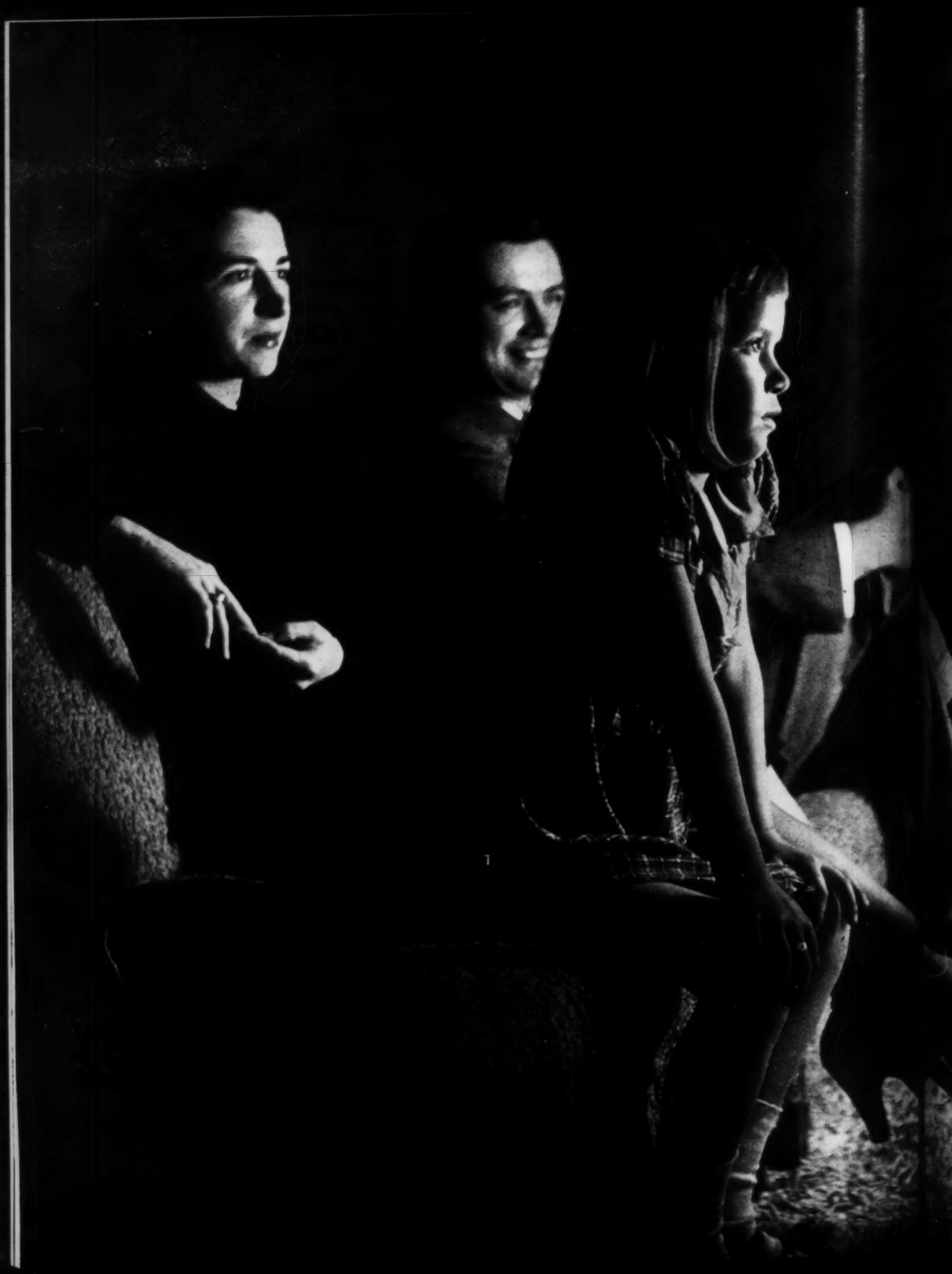
Century Shoe Advertising is placed on WMAR-TV by Dundon & Rosenbush Company

WMAR-TV

CHANNEL 2 ★ BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO

CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM



They're buying a new product

The show is sponsored by a new brand of toothpaste. And tomorrow, the housewife will be asking her druggist for it. So will thousands like her. We know. We planned it that way.

Radio Sales TV analyzed this advertiser's sales and distribution problems in a major metropolitan market. Recommended a homey, live-talent show on the Radio Sales-represented TV station. A show built to hit home with children and adults alike.

So well did we fill the bill for this sponsor that he wrote, "We have had phenomenal success with the sale of the toothpaste. In checking drug stores, we have found many instances in which customers asked for the toothpaste 'mentioned on the program.' "

By getting an early start in television... by getting to know the medium from every angle, Radio Sales TV has learned all the ins and outs of selling all kinds of products ...yours included. As you will see when *you* call...

Radio Sales

Radio and Television Stations Representative...CBS

Representing WCBS-TV, New York; WCAU-TV, Philadelphia; KTSL, Los Angeles; WTOP-TV, Washington; WBTV, Charlotte; KSL-TV, Salt Lake City; WAFM-TV, Birmingham; CPN and the leading (the CBS) radio station in 13 major markets.

disinterested survey proves

APPROXIMATELY ONE HALF OF THE MORE THAN 70,000 TELEVISION SETS IN THE MEMPHIS AREA TUNED IN *DAYTIME!*

SETS-IN-USE SURVEY CONDUCTED BY INDEPENDENT MARKET RESEARCH FIRM

The results of a television ownership survey conducted among Memphis television set owners by the Psychological Service Center have just been released (the Psychological Service Center is a survey and research organization directed by W. R. Atkinson, Ph.D.).

The findings of this study prove conclusively that approximately 50% of WMCT's more than 70,000 television homes have their sets tuned in between 12:00 Noon and 6:00 p. m.

The survey employed the usual coincidental manner. Telephone calls to set owners were scheduled on a half-hour basis, and the results carefully tabulated. Between December 4 and December 10, 1950, the survey compiled 3,840 interviews during the hours of 12:00 noon to 6:00 p. m. The following high percentages for half-hour listenership are significant: **52% high Monday through Friday, 62% for Saturday, and 79% for Sunday. The survey establishes the following averages:**

1. **38.3% of the more than 70,000 television sets in this area were in use from 12:00 noon to 6:00 in the afternoon . . . Monday through Friday.**
2. **41.6% of these 70,000 sets were in use on Saturday afternoon.**
3. **53.25% of these 70,000 sets were in use Sunday afternoon.**

Here is an assured audience of tremendous proportions, which you can reach in the daytime. In Memphis, this takes on extra importance for you, in that this television audience is unbroken. WMCT is the only television station in the Memphis market area—the one and only station telecasting to the entire Memphis area.

A Sales Demonstration in these Memphis homes at only $.0015 each*

This survey proves that you can show your product to an assured audience in the Memphis market area at a cost of $.0015 (fifteen one-hundredths of a cent) per home. In other words, you could make 648 such sales demonstrations for only $1.00.

Day and night, here is the *entire* television audience in Memphis and the Mid-South, ready to receive your sales message. May we suggest that you call or wire your nearest Branham office for availabilities. They're going fast!

*Based on the WMCT one minute class "C" weekday rate.

To sell Memphis you need the undivided audience of

WMCT

Memphis ONLY TV Station

WMC WMCF WMCT

National Representatives
The Branham Company

Owned and operated by The Commercial Appeal

CHANNEL 4 • MEMPHIS
AFFILIATED WITH NBC

Also affiliated with CBS, ABC and DUMONT

'ASSET OR LIABILITY'

'Town Meeting' Weighs TV as Teaching T

TELEVISION was variously described as the most powerful teaching weapon ever created and as an educational liability during debate on the *Town Meeting of the Air* program on ABC last Tuesday, 9-9:45 p.m.

Participants in the discussion were Ralph W. Hardy, NAB government relations director; Charles A. Siepmann, head of communications, New York U. School of Education, and Telford Taylor, counsel for Joint Committee for Educational Television. Hurling questions at the trio were Robert J. Landry, editor of *Space & Time*, and Edwin A. Falk, counsel for Television Broadcasters Assn.

Program was under the auspices of the National Assn. of Secondary School Principals and was sponsored cooperatively. Topic was, "Is Television an Asset or Liability to Education," with George V. Denny as moderator.

On the premise that TV is "the greatest teaching tool ever put in the hands of man," Mr. Hardy said all of man's creative genius is needed to develop the medium's potentialities. He placed this s sponsibility squarely on the licensees, who are selected by FCC. He termed Mr. Taylor's quest for TV educational chann a great waste of facilities.

The basic challenge, Mr. Ha said, is to make the blessings knowledge and enlightenment av able to the largest number of pe ple. "I like to think of educat worrying about their Hoope ing," he concluded.

Says TV Price High

Mr. Siepmann, co-author of FCC "Blue Book," said he felt price of TV is too high and clai it could not offer much that ci cannot offer. Time is not portant, he felt. He put TV on the list of priorities amo media of education." TV, feared, "will compound radi felonies" and "make us a nation passive gapers." He advocated reserving of channels wholly de cated to education.

Mr. Taylor said TV is a "t mendous potential asset to edu tion" but now offers very little true educational value. He call for development of educatio programming, with improved ser ice for children in after-sch hours, better adult programs the evening and special mater for farm areas and other group Universities should operate st tions, he declared.

Mr. Siepmann agreed with Falk that placing of the blame some of TV's weaknesses on t medium was like blaming the prin ing press "for all the trash pu lished."

TV CHANNELS

Educator Wants to Share

EDUCATIONAL and commercial television do not conflict, and can live side-by-side as supplements, in the opinion of Dr. Dallas W. Smythe, an associate in the institute of communications research at the U. of Illinois.

Dr. Smythe, who co-directed the New York video study which based an educational TV presentation to the FCC in solicitation of educational channel allocations, spoke to members of the Chicago Television Council last Thursday.

"Despite contrary impressions in the press, education wants to be friends with commercial television," Dr. Smythe said, decrying "the popular intellectual prejudice against television." Pointing out that educational and commercial telecasting need not be competitive, the speaker suggested the two factions are supplementary in nature.

Regarding sources of income for educational institutions which want to support a TV station, he said "sources other than advertising could be tapped. These might include foundations, tax support or contributions."

Outlining highlights of the recent New York study, in which Dr. Smythe and his colleagues checked programming on all seven stations from sign-on to sign-off for a week, the speaker concluded that commercial and educational telecasters can work together "in terms of program ideas, experimenting with new forms and program schedules" and profiting mutually "by living together in the same community and on the same bands."

AT&T PROBE

Postponed Until Aug.

INVESTIGATION of AT&T ra for interstate and foreign co munications services has be postponed until Aug. 20. In t original order of Jan. 19 [BROA CASTING • TELECASTING, Jan. 2 AT&T and 22 Associated Bell co panies had been given until Mar 23 to show why present ra should be held "unjust and u reasonable" and why interim r duction should not be order pending completion of the pro Hearing was to start April 16.

In its order last Thursday, which Acting Chairman Paul Walker and Comr. Freida B. Hen nock dissented, the date for filin answers by the telephone co panies was also extended to Ju 16.

Investigation is seen as havi little effect on radio and TV wi any possible reductions th might materialize accruing in lon distance message charges. Rat for intercity TV service are alrea in hearing and that proceedi was not consolidated in the ge eral hearing.

WBAL-TV TOPS

IN TV AUDIENCE SURVEY

AMERICAN RESEARCH BUREAU SURVEY PROVES VIEWERS IN BALTIMORE PREFER WBAL-TV*

TOPS
in over-all rating

WBAL-TV scored 16.4 against 13.3 for its nearest competitor.

TOPS
Monday thru Friday—daytime

WBAL-TV polled 7 out of 7 firsts in highest rated daytime programs.

TOPS
in number of 15 minute periods

WBAL-TV scored 145 firsts against 90 for its nearest competitor.

TOPS
in total programs of the week

6 out of 7 days . . . . daytime
4 out of 7 days . . . . nighttime
5 out of 7 days . . . . over-all

It all adds up to this: The greater the audience . . . the greater the potential market . . . the more reason to use WBAL-TV in Baltimore.

*While all stations were televising—Jan. 15, Quarterly Survey

Ask Your Petry-TV Man
. . . He'll Tell You More

NBC Affiliate **WBAL-TV** *CHANNEL 11 Baltimore, Md.*

Conservation Techniques

(Continued from page 57)

and still further savings may be made, RCA said.

The new electrostatic picture tube was described as fully comparable to present picture tubes from the standpoint of performance, while eliminating the need for a large external focusing magnet, the largest cobalt user in a TV set. A new magnet structure in the redesigned loudspeakers also permits a substantial saving of cobalt, RCA said.

Hold Quality Up

RCA's conservation research, authorities said, was designed to maintain product quality by taking advantage of new non-critical materials wherever possible.

Mr. Folsom said in a letter to manufacturers:

I know you will join with us in earnestly pursuing this conservation program, not only for the resulting substantial savings in vital metals, but also to demonstrate to our government officials the industry's resourcefulness in this time of emergency.

Only by doing everything possible to help itself can the industry feel morally justified in asking the help of government agencies in supplying sufficient critical materials to permit continued production of peacetime products which, in turn, enable us to hold together our technical skills and our trained workers until they are needed to produce electronic equipment for the military services.

film report

ALEXANDER FILM Co., Colorado Springs, announces production of film commercials for 10 sponsors, including **American Central Div. of Avco Mfg. Corp.**, through **Ruthrauff & Ryan**, Chicago; **Apex Electrical Mfg. Co.**, through **Meldrum & Fewsmith**, Cleveland; **Culligan Zeolite Co.**; **The Hoover Co.**; **Kaiser-Frazer Co.**; **Lennox Furnace Co.**, through **Henri, Hurst & McDonald**, Chicago; **Philco Corp.**, through **Julian G. Pollock Co.**, Philadelphia; **Seiberling Rubber Co.**, through **Meldrum & Fewsmith**, Cleveland; **Seven-Up Co.**, through **J. Walter Thompson Co.**, St. Louis, and **Union Pacific Railroad**, through **Caples Co.**, Omaha.

* * *

THE AMERICAN JEWISH Committee has produced three animated ballad cartoon films especially for television and is making them available free of charge for use during Brotherhood Week, Feb. 18-25.

* * *

R A D L - GODAL-HOFFMAN ASSOC., New York, is a new production firm, specializing in animated cartoon films for TV. Offices are in the Hotel Sulgrave, 67th St. and Park Ave. Firm is composed of **Dr. Otto Peter Radl**, motion picture photographer, producer and director; **Eric Godal**, cartoonist and artist, and **Richard H. Hoffman**, radio commentator and publicist.

* * *

TELEVISION ARTS PRODUCTIONS has moved from Berkeley, Calif., to 1505 Kingsley, Hollywood. **J. T. Ward** is president and **Alexander Anderson** is production manager. Firm is currently engaged in doing animation work for **JERRY FAIRBANKS PRODUCTIONS'** TV film series, *Crusader Rabbit*.

RELIGIOUS GROUPS

Two Signed by ABC-TV

TWO RELIGIOUS groups last week signed as sponsors with ABC-TV.

America for Christ Inc. (non-profit organization under guidance of the Methodist Church) will sponsor *The Circuit Rider*, 11-11:30 p.m., Monday, starting March 5. Agency is Turner & Dyson Inc., New York. Lutheran's Laymen League will sponsor *Bringing Christ to the Nation*, one time, 4-4:30 p.m., Feb. 25. Agency is Gotham Adv. Co., New York.

SWG ISSUES

Picture Strike Averted

THREATENED Screen Writers Guild strike against the major motion picture studios on television and other issues [BROADCASTING • TELECASTING, Dec. 18, 1950] was averted last week, when the groups came to an agreement on basic terms of a new collective bargaining contract following two weeks of intensive negotiations reopened early this month. Previously the 18-month discussions between the two parties on a contract to replace an extended one which expired Feb. 15 ended in a stalemate with SWG filing strike intent Nov. 15, 1950.

The contract marks a victory for the guild on the major issues of television and separation of rights. It provides for reopening of the contract every two years on the question of television, with a further provision for reopening any time the producers make offer concerning TV to Screen Actors Guild or Screen Directors Guild.

TBA Meeting Postponed

BOARD meeting of Television Broadcasters Assn. was postponed from last Thursday (Feb. 15) to Feb. 27 when four directors reported themselves unable to attend last week's session.

COAST BASEBALL

Telecasting Limited

ONLY three Pacific Coast League baseball clubs will permit telecasting of games this season. Los Angeles team has granted rights on a limited basis, to KLAC-TV Los Angeles. Hollywood Stars club is holding out for a $150,000 guarantee based on sliding attendance figures and will permit no telecasts unless attendance figures hits 600,000 or more.

The Seattle baseball club is working on arrangements to duplicate last season's set-up of telecasting Wednesday and Thursday night games as well as Sunday afternoon double-headers.

San Diego club tested on KFMB-TV last season and, according to Bill Starr, club president, found TV satisfactory, but explains that station time is not available this year. San Francisco and Oakland tried TV on a limited scale last season and blame the medium for poor gate attendance. Hence no TV this year. Sacramento and Portland location of other PCL teams, have no TV outlet.

Eastside Beer Sponsors

KLAC-TV for $40,000 acquired TV rights to 87 Los Angeles Angels home games and a contract was expected to be signed this past weekend with the Los Angeles Brewing Co. (Eastside beer) to sponsor the series at a similar figure, plus station time and facilities. Beer company has first refusal.

Under the contract, only day games will be completely televised with Friday night contests eliminated because KLAC-TV has prior commitments. KLAC-TV will start telecasting night games at 9 p.m. 45 minutes after regular starting time of 8:15 p.m. Television rights last season went to KFI-TV for $25,000.

Eastside beer, it is understood, would also like to sponsor the Hollywood Stars games but shied off because of the price.

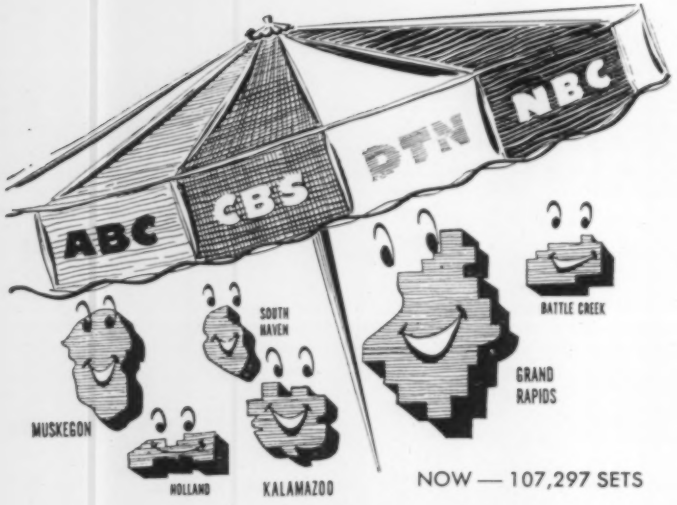
'Show of Shows' Sponsor

SWIFT & Co., Chicago, has bought the 9-9:30 p.m. CT portion of *Show of Shows* on NBC-TV starting March 10 for 13 weeks, through J. Walter Thompson, also Chicago. The company's current contract for two participations weekly in the *Jack Carter Show* ends March 3. Meats and other Swift products will be advertised on the full, live and cable NBC-TV network lineup.

New TV Series

PHILBIN - BERGMANN Productions, New York, announces a new half-hour television series, *Meet Me at the Waldorf*, to originate in the Peacock Lounge of New York's Waldorf-Astoria, available in 15-minute or half-hour segments, Monday-Friday.

nothing but smiles under our umbrella!



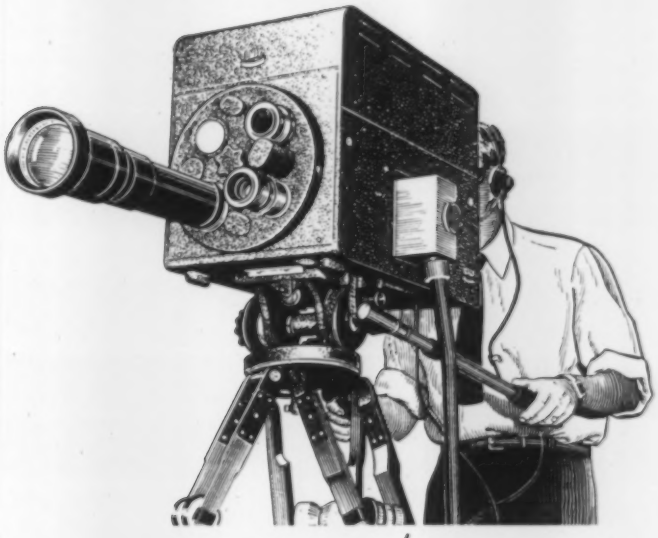
NOW — 107,297 SETS

WLAV-TV

CHANNEL 7 — GRAND RAPIDS

LIVE — INTERCONNECTED

Represented by John Pearson



for telecasting...for research...for merchandising...for industry...

there's nothing finer than

DUMONT

television transmitting equipment

Wherever you wish eyes and ears to extend beyond their physical range . . . wherever you wish to have many eyes see a closeup . . . whether in color or in black-and-white TV — Du Mont equipment assures you of the finest in precise, dependable, economical performance.

20th YEAR AS PIONEER

DUMONT

ALLEN B. DU MONT LABORATORIES, INC.
TELEVISION TRANSMITTER DIVISION
CLIFTON, N. J.

Something new and different in the way of television programs now comes to the KPIX screens with the inauguration of KMA 438.

Specifically designed to inform and educate the public in the workings of the San Francisco Police Department, the fifteen minute program is handled by Inspectors John Kane and Ed Comber.

KMA 438—the radio call letters of the S. F. Police Department — brings viewers behind-the-scene glimpses of all divisions of the Police Department, and includes overall administration, the Patrol Force, Inspectors' Bureau, crime investigations, burglary and robbery details.

Emphasis is also given to crime investigations of general interest to the public, with guest interviews, maps, charts and special exhibits, further supplementing the discussions.

The unique program feature, in which KPIX works in close cooperation with the San Francisco Police Department, is the result of the increased interest in the "Wanted and Missing Persons" series, which has been seen on the station since January of 1949.

CAMPUS TIME

'Campus Time', a regular feature on KSFO's "Take It Easy Time" is gaining in popularity throughout the area. Three nights a week, emcee Glenn Hurlburt, salutes the greek lettered organizations of surrounding universities and colleges, with background stories and musical requests. Mail response to the campus feature further attests to its overwhelming popularity with KSFO listeners.

AD AIRINGS

Faye Stewart has recently added a new link to her KSFO-KPIX airing schedules, with the introduction of "Mr. Cook" . . . seen weekly on KPIX for the Pioneer Appliance Co. Each week Faye plans and prepares meals for the audible but invisible "Mr. Cook"—the universal man—who delights in doing the cooking for himself.

KPIX CHANNEL 5
Represented by The Katz Agency, Inc.
560 KC KSFO
Represented by Wm. G. Rambeau Co.
SAN FRANCISCO

SECURITY

Internal Problems Under Study; Broadcasters Mull Implications

THE NATION's internal security jigsaw puzzle was being pieced together on several fronts last week, although broadcasters could detect few immediate practical applications within the radio and television industry. The Communist issue cut across many areas embracing:

(1) The newly-created Senate Judiciary Subcommittee on Un-American Activities, which prepared to probe enforcement of the Subversive Activities Control Act.

(2) The House Un-American Activities Committee, which hinted that it may re-inquire into Communist influence in the entertainment field.

(3) The Nimitz Commission on Internal Security, which last Monday was "inducted" by President Truman to look into security and individual rights without "witch-hunting."

(4) The Subversive Activities Control Board, with the Chief Executive sending to Congress formal nominations of members now serving under recess appointments.

Out of the maze of developments on the governmental level came only an indication that the Communist issue in radio-TV may be broached inadvertently during the course of possible hearings on entertainment talent in general.

Fresh Expense Fund

Authorities at the House Un-American Activities Committee, newly armed with a fresh $200,000 expense fund, said last week that no probe is contemplated for the industry specifically, although it is conceivable that the issue may arise in individual cases.

Authorities declined comment, in view of controversy within the radio-TV industry the past year, on whether the issue had arisen in any correspondence between broadcasters and the committee. Previous committee reports had served in part as the basis for *Red Channels*, a controversial booklet which stirred protests within the industry by naming radio-TV entertainers allegedly affiliated with subversive organizations.

The entertainment probe originally was proposed by Rep. Francis Walter (D-Pa.), committee member, who has promised a thorough airing and stated that "it will inevitably" lead to protracted hearings on Hollywood entertainers.

At present the Senate subcommittee has no plans for a probe beyond those involving the Institute of Pacific Relations and a possible followup to Communist-in-government charges by Sen. Joseph McCarthy (R-Wis.).

COLOR TV PROBE

Hill Group Postpones

AN AMBER light has been given the color television probe by the Senate Select Small Business Committee, it was learned last week.

The cautious approach is being taken because of court proceedings still in progress and because of the stir created in the broadcasting industry, authorities have disclosed. RCA, it is understood, has complained privately to committee staff members that the committee's review summary released last month [BROADCASTING • TELECASTING, Jan. 22] in effect justifies the FCC decision on color, even though that decision now is a matter of legal contention [CLOSED CIRCUIT, Feb. 12].

It is understood further that staff members, conveying their attitude to Senators on the committee, have wanted to let the issue drop because of the "hornets nest," which they felt had been poked up in the industry as a result of the report.

Wait for Court

At a closed session Feb. 9, Senators agreed to shelve the color issue at least until the court makes its final determination. There is speculation that the U. S. Supreme Court may act not later than spring [BROADCASTING • TELECASTING, Feb. 12].

Meanwhile, it was revealed that Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, has been in touch with the small business unit, which is headed by Sen. John Sparkman (D-Ala.). Sen. Johnson turned over his correspondence with FCC and CBS which had been made public last fall [BROADCASTING • TELECASTING, Nov. 20, 13, 1950] at the insistence of Pilot Radio Corp. and in the heat of the post-color decision controversy.

It was said that these files are the only material supplied the Small Business Committee by Sen. Johnson, which bear directly on controversial aspects of the color issue.

Sen. Sparkman told the committee members during the executive session that the committee should "keep its eye" on color developments, but that no further investigation or hearing would be conducted.

COLOR TUBE

Also Receives Black and White

A TV manufacturer and a university professor announced last week that they have developed a color television tube which can replace the black-and-white tube in any present set.

The researchers are Eugene Singer, the manufacturer, and Dr. Irving Rehman, X-ray expert and anatomist in the U. of Southern California School of Medicine.

The professor said that his tube will receive either colorcasts or black-and-white telecasts.

Dr. Rehman said the tube uses the color transmission method of CBS but that it also is adaptable to RCA's system.

In the Rehman-Singer plan, a color phosphor disc rotates within the vacuum of the tube. The colored image is created electronically within the tube on the disc and then is projected by lens onto the TV screen. The scientist added that there is no limit to picture size.

DOROTHY DOAN (seated, l), star of the CBS-TV show *Vanity Fair*, admires a souvenir program designed by WCAU-TV Philadelphia before addressing a dinner-meeting of The Philadelphia Club of Advertising Women last month at the Poor Richard Club. With her are (l to r) Gladys Webster, WCAU-TV star and chairman of the meeting; Robert M. Pryor, vice president of WCAU-TV, and Alice Lynne Mooney, club president.

FCC REVOKES

Amateur Station License

AMATEUR operator and station licenses of John Mark Vandling were revoked by FCC last week on grounds he participated last fall in operation of an unlicensed TV station at Williamsport which picked up and rebroadcast programs from WFIL-TV Philadelphia.

FCC indicated others involved were the manager of a local electrical appliance distributor and the proprietor of a radio service company. The Commission reported the "illegal" station was located on a farm and that it was operated on Channel 2 during September, October and November, when it was stopped. FCC said its investigation showed the station had been built in order to "bring television to Williamsport" and to sell TV receivers.

FCC stated it learned 30 sets had been sold with the "guarantee" that programs would be supplied for five days of the week.

Mr. Vandling was given 15 days in which to request a hearing and should such a request be made, the revocation order would be held in abeyance pending disposition of that proceeding, FCC said.

Presenting

another great new G-E triode for FM and TELEVISION

GL-6039

- **Has an output over one-third higher than the famed GL-9C24, its predecessor.**
- **Requires 1,100 w less filament power, or a 75-percent reduction.**

Plenty of output... Two GL-6039's will put out 25 kw in FM—10 kw in television. Here's sufficient final power for medium-size transmitters . . . or output to spare for the intermediate stage of large commercial installations.

Low operating cost... The modest 5-v, 78-amp requirement of the GL-6039's filament, slashes by three-quarters the watts needed for Type GL-9C24, itself a pioneering FM-TV triode with fine performance. Thoriated-tungsten construction, among other filament features, cuts your power bills materially.

Real v-h-f operation... 220 mc at max plate input gives you full FM-TV band coverage.

Easy to install... The GL-6039 needs no neutralizing, when employed in a properly designed grounded-grid amplifier circuit. Features which help make the tube so efficient, are its low lead inductance, the fact that all outer metal parts are silver-plated to cut r-f losses, and the large terminal-contact areas made possible by G-E ring-seal design.

Sturdy, dependable... Newest of a family of modern G-E power tubes for FM-TV that has proved its worth in hard station service, Type GL-6039 is engineered to stand up! The tube is trim, with real built-in structural strength—mounts solidly and closely in today's compact transmitters. You can rely on its full-time, full-life performance. Ask for a visit by a G-E tube engineer, to prove that the GL-6039 will give your new circuit peak power, improved economy! *Electronics Department, General Electric Company, Schenectady 5, New York.*

RATINGS

Filament voltage	5 v
Filament current	78 amp
Grid-plate transconductance	11,000 micromhos
Interelectrode capacitances:	
Grid-filament	24 micromicrofarads
Grid-plate	15.7 micromicrofarads
Plate-filament	0.47 micromicrofarads
Type of cooling	water and forced air

Plate ratings per tube, Class B r-f power amplifier (video service, synchronizing peak conditions):

Max voltage	6,000 v
Max current	2.25 amp
Max input	13.5 kw
Max dissipation	7 kw
* Power output, typical operation (at 5,000 v and 2.2 amp, band width 5 mc)	5.4 kw

Plate ratings per tube, Class C r-f power amplifier (key-down conditions without amplitude modulation):

Max voltage	7,500 v
Max current	2.25 amp
Max input	16 kw
Max dissipation	7 kw
* Power output, typical operation (at 7,000 v and 2.08 amp)	12.8 kw

**Includes power transferred from driver to output of grounded-grid amplifier.*

GENERAL ELECTRIC

185-K2

RCA TUBES

The standard of comparison

Convenient, near-by service ...on tubes for TV*

RCA Tube Distributors are the leading distributors in their territories . . . and are fully equipped to offer you efficient, *local* service on your RCA tube requirements.

For the best tubes that money can buy . . . order RCA quality tubes from the RCA Tube Distributor in your locality.

*RCA's unparalleled research facilities, engineering background, and manufacturing experience contribute to the dependability and operating economy of every RCA television tube. To get all the performance you pay for . . . buy RCA quality tubes.

RCA **RADIO CORPORATION of AMERICA**

ELECTRON TUBES **HARRISON, N.J.**

Disc Jockey Dixon's arm didn't need to be twisted to sign this contract but just the same he was given assistance by Mr. LeBrune (l) and Mr. Watters.

PLATTER CHATTER

Makes Dixon's Purse Fatter

PAUL DIXON'S talents as a television disc jockey have won for him a four-year contract with WCPO-TV Cincinnati calling for perhaps the highest sum ever paid a local entertainer in the greater Cincinnati area.

The contract was signed in the presence of M. C. Watters, vice president of Scripps-Howard Radio Inc. and general manager of the WCPO stations, and Harry LeBrun, director for television at WCPO-TV.

Reportedly, 42 television stations have sent representatives to Cincinnati to observe Mr. Dixon's technique.

WDTV PROGRAMS

To Take Networks' 'Best'

DR. ALLEN B. DuMONT, president, DuMont Labs, has worked out a system for WDTV (TV) Pittsburgh programming which would please even a man with a revolving sense of preference.

Dr. DuMont has devised a rotating system which will enable WDTV, only TV outlet in Pittsburgh, to carry 12 of the 15 top-rated shows in the country. The shows, now being cleared with networks, will feature the "best" from ABC, CBS, NBC and, of course, DuMont.

The television pioneer said that the station was giving up local revenue in favor of the system but that it may serve as the answer to the big problem that has faced all one-station markets in the country. Under the planned system, Dr. DuMont hopes to please "most of the people, most of the time."

It was also announced that WDTV had designated 3:45-4 p.m. on Thursday as a public service package, available to any local or national group whose efforts are aimed at serving the public. Donald A. Stewart, WDTV manager, said: "We promised Pittsburgh an ambitious public service program as soon as we got our studio facilities established. And we have lived up to our word. . . ."

SCHOOL SERIES

Set For March by WBAL

WBAL-TV Baltimore is collaborating with 12 leading universities and colleges in Maryland on a series of college-level educational telecasts, tentatively set to get underway about March 1. An announcement was made by the station last Monday following a luncheon meeting with educators at the WBAL-TV studios.

The weekly program will be under the auspices of a different school each week, with the institution stressing its scholastic specialty in each presentation. Plans call for dramatics, visual displays, film clips and working models. It was agreed that every effort should be made to inject showmanship into the series to hold audience interest. A script-writer will be assigned by WBAL-TV to work with each school.

The Maryland State Department of Education will serve as liaison between the institutions and the studios for the project, which is designed to offer educational opportunities to an "unprecedented multitude of people through the medium of television."

Schools participating in the series are: U. of Maryland, Johns Hopkins U., St. Johns College, U. S. Naval Academy, U. of Baltimore, Maryland State Teachers College, Loyola College, Morgan State College, Peabody Conservatory of Music, Western Maryland College, Hood College and Goucher College.

Helpful techniques and ideas for TV programs

This new book shows you how to use movies most effectively

MOVIES FOR TV

by J. H. Battison

A COMPLETE, HOW-TO-DO-IT GUIDE TO THE PRODUCTION AND TRANSMISSION OF MOVIES ON TELEVISION.

This book gives practical information on all cameras, projectors, recording equipment, etc., showing how each piece operates and how to use it most efficiently. It tells how to produce titles and special effects, newsreels, all types of commercials; how to edit and splice film; how to light scenes for best results on TV; how to combine movies with live scenes. Here is a wealth of useful information together with much experienced advice on what is good and what bad in movies for television, and why.

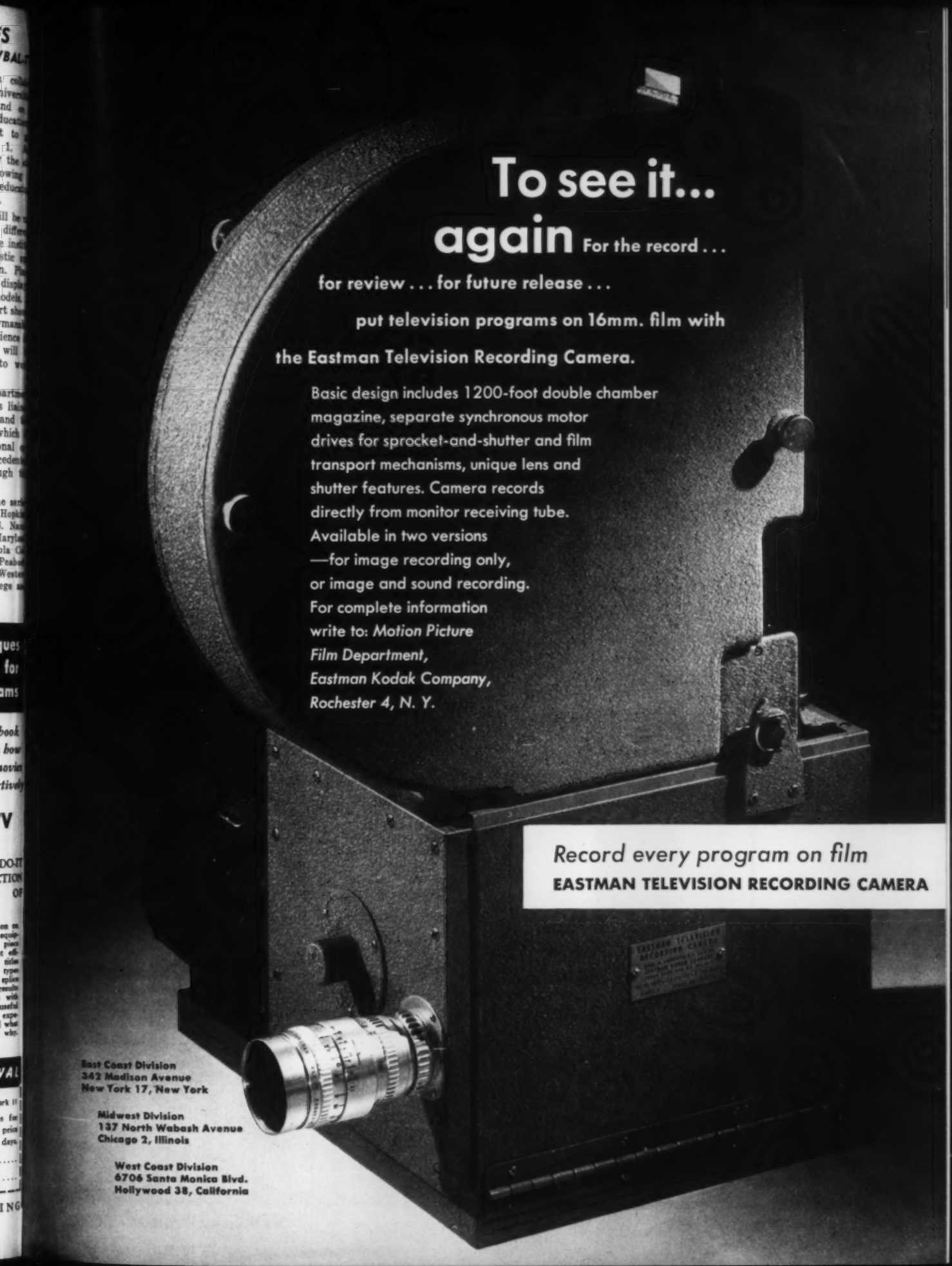
SEE IT ON APPROVAL

The Macmillan Co., 60 5th Ave., New York 11

Please send me a copy of Movies for TV. I will either remit the full price of $4.25 or return the book in 10 days.

Signed .....

Address .....


To see it...
again For the record...
for review... for future release...
put television programs on 16mm. film with
the Eastman Television Recording Camera.
Basic design includes 1200-foot double chamber magazine, separate synchronous motor drives for sprocket-and-shutter and film transport mechanisms, unique lens and shutter features. Camera records directly from monitor receiving tube. Available in two versions —for image recording only, or image and sound recording. For complete information write to: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y.
Record every program on film
EASTMAN TELEVISION RECORDING CAMERA
East Coast Division
342 Madison Avenue
New York 17, New York
Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois
West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

RADIO SCRIPTS
Compiled in Book Form

PRAIRIE SCHOONER ON THE AIR. Lincoln, Neb.: U. of Nebraska Press. 160 pps. $1.75.

A COLLECTION of 13 radio scripts, already "well received by a general audience and most acceptable for educational broadcasting," comprise the content of the forthcoming publication, *Prairie Schooner On the Air*. The scripts are adaptations of 13 stories selected from the U. of Nebraska's literary quarterly, *Prairie Schooner*, and among those accorded recognition as the best short stories of 1950.

Included in the series are three scripts appropriate for holidays and other special occasions; seven adaptations of modern short pieces by well known writers, and three others representing contributions of new penmen. Collection touches on such qualities as comedy, fantasy, tragedy, drama, history and others. The scripts are described as "a genuine challenge to interpretative imagination and acting ability" of students, and the artistic and creative direction" of producers. Sheets are perforated so that scripts may be removed to serve as copies for drama casts.

LISTENERS BACK
WCFM Sets Subscription Plan

SUBSCRIPTION plan calling for listener sponsorship of certain BBC and other classical music programs on WCFM (FM) Washington has been announced by the Listener Committee for Better Radio in the capital area.

The committee plans to send out some 15,000 brochures in the hope that it may raise an estimated $10,000 this year to pay for a weekly four-hour Sunday afternoon series of programs. The booklets were mailed to stockholders in the station, recipients of regular program guides and other listeners. The series would last 52 weeks and also feature drama fare. The plan was formulated, the committee said, because BBC-originated programs cannot be commercially sponsored and WCFM is unable to carry them as sustainers.

air-casters

DENNIS KING Jr., radio-television producer Maxon Agency, N. Y., to WFIL-TV Philadelphia as producer-director.

LEE P. MEHLIG, assistant program director WNUR (FM) Evanston, Ill., to WNMP same city as production manager.

JOE GUIDI, production director WXGI Richmond, takes on additional duties as publicity director.

VERN DIAMOND, senior director WXYZ-TV Detroit, appointed to staff of directors WCBS-TV New York.

GEORGE VARNUM, WPIT Pittsburgh, appointed production manager of AM programming and head of announcers at station. **ROSEMARY CALABRESE**, actress, model and TV performer, named secretary to **DON IOSET**, vice president and station manager.

PAUL TOEPP, independent producer, to WXYZ-TV Detroit as program assistant. **GEORGE MANNO**, program assistant WXYZ-TV recalled to active duty with Army.

ELLIOTT W. HENRY, director of publicity ABC Central Division, resigns.

MARK OLDS, WCAU Philadelphia, to production staff KYW same city, replacing **CHARLES BOLAND**, now free lancing. **EARL HIGGINS** appointed to station's business staff.

FRED PFAHLER named to announcing staff KNEA Jonesboro, Ark. Has been with several other stations in South.

JIM STAIR, formerly with WROL-FM Knoxville and WCRK Morristown, to WLIL-AM-FM Lenoir City, Tenn., as station personality.

MURIEL TITUS returns to WNAX Yankton as publicity writer in promotion department. **RICHARD S. BEAN**, KCOM Sioux City, to station as continuity writer.

JACKSON LOWE, disc jockey WWDC Washington, to WINX same city in similar capacity [BROADCASTING • TELECASTING, Jan. 29]. **GEORGE DINNICK** appointed music director for WINX.

HOWARD NELSON to announcing staff WEEI Boston.

JIM MURPHY, WFRS Alexander City, Ala., to WABB Mobile announcing staff.

MICHEAL CASHIN, announcer CKEY Toronto, and Hazel Turpin married Feb. 10.

JOE KRAMER, announcing staff KFH Wichita, Kan., father of boy.

JACK KEITH, KCVN Stockton, Calif., to KTUR Turlock, Calif., on general staff. **DON CHAMBERLAIN**, KCVN, to KHBC Milo, T. H., as announcer-engineer.

BILL FOUNTAIN, announcer-disc jockey WKY Oklahoma City, and Joyce Davenport married.

BILL FRIES named staff artist KMTV (TV) Omaha.

BOB ERBER, assistant in record and transcription department WBBM Chicago, to active duty with Air Force. **FRED PAESEL**, page, to duty with same unit.

BING CROSBY in St. John's Hospital, Santa Monica, Calif., recovering from kidney operation performed Feb. 12.

NORMA BELLOWS, KXOL Fort Worth, to WBAP same city, in promotion department. She replaces **MARGARET CASKEY** who joins continuity staff KCNC Fort Worth.

DICK BECHER appointed announcer-engineer WKAN Kankakee, Ill. **SYLVIA JEFFERY**, women's director, resigns.

CECILE LINDSAY, noted dancer and dance producer, to WLWT (TV) Cincinnati, as choreographer.

BILL LAWRENCE, singer featured on Arthur Godfrey's programs over CBS-AM-TV, was inducted in Army Feb. 14.

DICK BARNETT, writer-producer KNBC San Francisco, announces engagement to Jeanne Williams. They are to be married Easter Sunday.

HOWARD O. PIERCE, noted showman and radio pioneer, has opened group duplex villas and apartments called El Mirador Ocean Villas, outside of Ft. Lauderdale, Fla.

DICK CLEM, new to radio, named page WMAL-AM-TV Washington.

News • • •

JOHNNY LAWRENCE, play-by-play sports announcer, to WOKO Albany, N. Y., as sports director.

THAD HORTON, sports director and national publicity man WSB Atlanta, named head radio-TV section of local Red Cross drive.

WALTER PASCHALL, news director WSB-AM-TV Atlanta, father of daughter Amy King.

LESLIE RADDATZ, manager, press department NBC Western Division, father of girl, his seventh child.

ROY STORY, KCVN Stockton, Calif., to KTUR Turlock, Calif., in sports department.

BOB EDELL, director of news and special events WSDR Sterling, Ill., to WROK Rockford, Ill.

BILL STERN, NBC sportscaster, awarded certificate of appreciation from National Foundation for Infantile Paralysis for "outstanding work as radio, sports chairman in the March of Dimes."

GENE GOSS, news department KLRA Little Rock, father of girl, Iris Elaine.

JOHN ALLEN, newsman WKAN Kankakee, Ill., and Mary Boehmer married.

JONATHAN RICE, news editor KTLA (TV) Hollywood, father of girl, Kathy May.

PARKING BAN
WLOK Forum Ends Dispute

WLOK Lima, Ohio, has been complimented by the Lima City Council for arranging a round-table, on-the-air forum that ended in settlement of a two-month controversy over a proposed downtown parking ban.

The ban, passed by the city council, evoked strenuous opposition from civic groups. Lyel Lee, news editor of WLOK, arranged a forum featuring representatives of the opposition and the seven city councilmen.

The round-table was originally scheduled for half an hour, but ran to an hour and seven minutes, with commercial programs cancelled. Near the end of the forum the council voted a traffic control compromise that made everybody happier.

WRUL Transfer

BID has been filed with FCC for approval to assign the license of international broadcast station WRUL Boston from World Wide Broadcasting Corp. to World Wide Broadcasting System Inc., new firm of same ownership but with greater stock issue. Switch is for tax purposes and to permit possible financing of later facilities expansion, it was indicated. Holding of President Walter Lemmon would be increased from 4,000 shares to 28,000 shares while that of Radio Industries Corp., controlled by Mr. Lemmon, would be upped from 6,000 shares to 42,000 shares. Total stock authorization would be 100,000 shares. Remaining 30,000 shares would be unissued at present.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.

Do you want to
SELL something
in Grand Rapids?

Write to —

"The People's Station"

WGRD

BERNAYS AWARD
Will Be Made Sept. 15

FIRST annual Edward L. Bernays Foundations radio-television award, a $1,000 U. S. government bond, will be presented Sept. 15 by the American Sociological Society to "the individual or group contributing the best piece of research on the effects of radio and/or television on American society." Originally scheduled for inauguration last year, the lack of suitable papers for consideration caused postponement of the initial award until 1951.

Regulations for entrants include: Any research study completed since Jan. 1, 1949, and submitted in duplicate before June 15, 1951, with both published and unpublished studies eligible for consideration.

Further inquiries should be addressed to Clyde W. Hart, National Opinion Research Center, 4901 S. Ellis, Chicago 15, Ill.; or Executive Officer of American Sociological Society, New York U., Washington Square, New York 3.

CITE NANCY CRAIG
Gets Understanding Award

NANCY CRAIG, women's commentator of ABC, and Anne O'Hare McCormick, special writer for *The New York Times*, received the 1950 Better Understanding Awards of the English Speaking Union last Thursday afternoon, in a presentation ceremony that was broadcast on Miss Craig's program at 4 p.m. Awards are given to women of radio and press in recognition of outstanding contributions toward greater friendship and understanding between peoples of the United States and of the British Commonwealth of Nations.

In addition to the main awards, the English Speaking Union awarded better understanding citations to Julie Benell, WFAA Dallas; Evadna Hammersley, KOA Denver; Mary Wilson, WTTM Trenton; Margaret Parton, India correspondent of the *New York Herald Tribune*; Honor Balfour, London correspondent of *Time* magazine. Special commendations went to Ann Ford, WSM Nashville, and Pearl Baum, WCSC Charleston, S. C.

EARL GODWIN, Washington news commentator, celebrates his birthday with the help of the WRC Washington staff. Looking on are (l to r): Miss Henrietta Young, Mr. Godwin, Leif Eid, Jay Royan, Arthur Barriault, Richard Harkness and Morgan Beatty.

BOOK 'LARNIN' IS GOOD
ACEJ Employer Reaction Survey Shows

THAT old saw that journalism, audible or otherwise, cannot be learned in college is being systematically disproved by the American Council on Education for Journalism, which released a report last week emphasizing the progress and improvement being made in the preparation of students for careers in the radio, publishing and advertising fields.

Alfred H. Kirchhofer, president of the council and vice president of WBEN Buffalo, released the report, emphasizing that "not only have journalism graduates found ready employment in their respective fields, but . . . many employers rate them well above average. This finding contradicts the time-worn theory still held in some . . . offices that the fundamentals . . . cannot be learned in college."

Mr. Kirchhofer also said that the study, prepared by Dr. Karl English, associate dean of the Missouri School of Journalism, shows "that many employers regard the journalism graduates about whom they comment as having exceptional qualifications, well prepared for the work they have undertaken."

He said that "the American Council is seeking to promote better selection of students and better college training in the field to the end that schools participating may turn out better qualified graduates for service in journalism."

In his report to the ACEJ on the status of the "'Employers' Appraisal Project," Dr. English explained that "the 39 institutions accredited by ACEJ issued undergraduate degrees to 2,728 students. Of these, the accrediting committee is currently investigating the success of 2,003 employed in some phase of mass communications. . . . For the past four years, the accrediting committee has been gathering data on the success of journalism graduates at the end of their first six months of employment. . . . Employers have cooperated almost unbelievably well in returning completed evaluations."

The employer evaluations of 136 radio news journalists recommended for their positions by their alma maters, ranged from "average" to "above average," being judged on more than 20 points. One radio employer's comment was that the graduate had been "on the job for about three months. . . . We . . . believe him to be competent and we are most satisfied with his background, character, and ability to work well with others. He is developing and I believe that in another year he will be a well rounded radio news reporter."

"Evidence is mounting," Dr. English continued, "that journalism schools, perhaps partly as a result of the employer appraisals, are placing more emphasis on placements that prove satisfactory to both employer and graduate." And demand for graduates is high "as the actual employment records reveal. Schools are reporting many more requests for help than they are able to fill."

CANADIAN RATINGS
U. S. Programs Dominate

OF THE FIRST 10 evening programs heard in Canada in January, only one originated in Canada, according to national ratings of Elliott-Haynes Ltd., Toronto. The sample in January was enlarged to cover 23 English language urban centers where all English-language networks were heard, with 2,000 calls made. Previously 1,660 calls had been made in 15 Canadian cities. There has been no change in the French-language sample, but the English-language change was necessitated by the growth in stations and doubling of networks since the sampling method was started in 1944.

First 10 most popular evening programs in January were *Charlie McCarthy*, 37.4; *Amos 'n' Andy*, 34.4; *Radio Theatre*, 33.9; *Our Miss Brooks*, 31.3; *Twenty Questions*, 26.6; *My Friend Irma*, 25.8; *Your Host*, 24.5 (Canadian program); *Aldrich Family*, 24.5; *My Favorite Husband*, 24.1; *Roy Rogers*, 24.1.

Leading five daytime programs were *Ma Perkins*, 19; *Right to Happiness*, 18.3; *Pepper Young's Family*, 18; *Big Sister*, 17.7; *Life Can Be Beautiful*, 15.6. Leading five evening French programs were *Un Homme et Son Peche*, 33.3; *Radio Carabin*, 29.3; *Metropole*, 28.9; *L'Epervier*, 28.2; *La Pause qui Rafraichit*, 27. Five leading daytime shows were *Rue Principale*, 27.5; *Jeunesse Doree*, 25.4; *Maman Jeanne*, 25; *Tante Lucie*, 24.9; *Quart d'Heure de Detente*, 24.9.

FARMERS

Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

WERC SELLS ERIE

PENNSYLVANIA'S 3RD CITY

and ADJACENT AREAS

0.5 MV/M 1890 Sq. Mi. 259,874 Pop.
0.1 MV/M 6365 Sq. Mi. 576,164 Pop.

Write for latest brochure and coverage maps.

WERC NBC

5000 WATTS DAY and NIGHT

NATIONAL REPRESENTATIVES
WEED and COMPANY

'TUNE-TEST'

Schwimmer Signs 25 Stations

TWENTY-FIVE stations reportedly have bought the syndicated package, *Tune-Test*, from Walter Schwimmer Productions, Chicago, within the past two weeks. The musical giveaway show, which has been tested on WGN Chicago for the past year, has been offered only in a mailing piece this far, Mr. Schwimmer said.

Stations which have bought the show are:

KMPC Los Angeles, WMPS Memphis, WKYW Louisville, KCMO Kansas City, WFHG Bristol, Va.; WREL Lexington, Va.; WSLS Roanoke, KANS Wichita, WPTF Raleigh, WPDQ Jacksonville, WGGG Gainesville, Fla.; WJVA Mishawaka, Ind.; WTNS Coshocton, Ohio; WBBC Flint, Mich.; WHLS Port Huron, Mich.; WLIP Kenosha, Wis.; KWRE Warrenton, Mo.; KFGO Fargo, WKYB Paducah, WLCS Baton Rouge, KAMD Camden, Ark.; KGYN Guymon, Okla.; KMHT Marshall, Tex.; KXOX Sweetwater, Tex., and KBRO Bremerton, Wash.

Mrs. Mary Akerberg

MRS. MARY AKERBERG, mother of Herbert V. Akerberg, CBS vice president in charge of station relations, died Feb. 11, after a long illness in her home in Worthington, Ohio. Funeral services were held Feb. 13 in Worthington.

Advertising succeeds with **continuity.** Continuous advertising in Printers' Ink develops a **cumulative impact** that creates a vivid picture of your station and market in the minds of the leading **buyers of advertising** and helps you sell more advertising.

SPARKY, who comes into creation under the talented hands of Mr. Page, has been running, jumping and otherwise disporting himself through daily and weekly newspapers in his primary market for the past three months with amazing success.

SPARKY TREES ADS

As 'Top Dog' Symbol of CKNW

SPARKY, the "Top Dog" symbol of CKNW New Westminster, B. C., is a lovable canine who would howl resentment over being termed an ordinary publicity hound.

Owner-manager Bill Rea put a leash on the cartoon-pup to tell his sales and listener promotion story after deciding that an animated character like Sparky would sniff along the trail to listener loyalty and possibly tree an advertiser or two.

The cartoon canine character is the brain-pup of Vancouver Artist-writer Peter Carter-Page, formerly with Walt Disney. He has featured Sparky in situations ranging from spinning records as a disc jockey to tending goal for New Westminster's Royals of the Pacific Coast professional hockey league.

Sparky's feats are invariably phenomenal and performed with mirth-provoking ease, and are tied in with a plug for the station.

SALES CLINIC

Canadian Meet Set

SALES CLINIC will be held at the Royal York Hotel, Feb. 23-24, by H. N. Stovin & Co., Toronto station representative firm. About 35 managers and executives from stations represented are expected to attend while on their way to the annual meeting of the Canadian Assn. of Broadcasters at Quebec, Feb. 26-March 1.

The sales clinic will deal with a variety of topics, including accounting practices, market research and promotion, development of national spot business, advertisers' views on media, commercial programming and a general study on rates. The meeting will be chairmanned by Horace Stovin and speakers will include J. E. Potts, Lever Bros., Toronto; J. E. Palmer, radio director, Walsh Adv. Co., Toronto; Spence Caldwell, transcription distributor, Toronto; Walter Elliott, Elliott-Haynes Ltd., Toronto; S. Smith, James Lovick Ltd., Toronto; W. N. Hawkins, CFOS Owen Sound, and R. M. Hope, CHOV Pembroke.

FTC COMPLAINT

Cites Health Spot Shoes

MISREPRESENTATION in certain advertising claims of Health Spot Shoe Co., Oconomowoc, Wis., on behalf of its shoe products is charged in a complaint issued against the firm Feb. 7 by the Federal Trade Commission.

The complaint specifically mentioned "false and misleading" claims used by the firm in broadcast continuities and in printed media advertisements, but did not identify the stations. FTC contended that Health Spot shoes are "stock" items and their effect in "preventing or correcting common foot ailments is insignificant," contrary to the company's claims. Hearings will be held in Milwaukee March 6-8 before FTC Trial Examiner Clyde M. Hadley.

Strictly Business

(Continued from page 10)

the use of Keystone's facilities supplementing TV in those areas having no television coverage."

During the past several months Keystone reportedly has added more new accounts than in any like period in the company's history. Included are food products, flour, drugs, hosiery, jewelry and toilet preparations. Several accounts involve 15-minute, five-a-week shows, while others have spot announcement campaigns.

Edwin Rubin Peterson was born 55 years ago in St. Paul. His father, Gustaf, now 83, was coachman for the fabulous Jim Hill, builder of the Chicago, Milwaukee & St. Paul Railroad—in fact, Pete was born on the Hill estate. When the elder Peterson moved to Chicago where he became a construction superintendent for a steel erecting concern, his son was enrolled in Harrison School on the city's south side. At Wendell Phillips High School Pete distinguished himself at basketball.

A year at the Watson Business College, "to keep from being a laborer," preceded Mr. Peterson's invasion of the city's financial district when barely out of his teens. His war service was confined to this country, but he rose from a private in artillery to a first lieutenant in the motor transport corps.

Mr. Peterson married Dorothy Metzger of Chicago in 1922. There are two sons—Robert, 26, veteran of nearly three years on a Navy LST in the Pacific who is now taking his master's degree in English at Drake U., and Edwin Richard, 20, a sophomore at Lake Forest College. The family lives on the far south side of Chicago.

A former member of the board of governors of Chicago's Merchants & Manufacturers Club, Mr. Peterson is active in that organization, as well as in the American Legion.

TECHNICAL information on ground conductivity, effect of terrain on transmission and tests of various types of equipment will be sought by a College of the Pacific radio crew, on a mobile tour March 18-22.

WTAD OR NO WTAD, SHE BETTER COLLECT THESE EGGS PRETTY SOON!
WTAD
930 KC, 1,000 Watts CBS
QUINCY, ILLINOIS
A Lee Station
Our Silver Anniversary Year of Service — to 88,210 rural-urban homes in the tri-state area of Ill., Mo. and Iowa, with farm income $315,669,000; retail sales $417,326,000. Represented by Weed & Company.

programs promotion premiums

HAT CONTEST ● ● ●

WWOD Lynchburg, Va., conducted contest for Woods Bros. Coffee Co. in connection with firm's program, *Breakfast at the Ponce*, heard on state network basis. Hats entered in contest could be made out of any material, only requirement being that H & C Coffee bag had to be used as base. Don Jarvis, program manager, judged entries.

EYE OPENING SERIES ● ●

WWDC Washington, *The New Frontier of Human Freedom*, Sun. 10-10:30 p.m., started Feb. 11 combined drama and discussion series, presented by Anti-Defamation League of B'nai B'rith. First show, entitled "The Facts of Life," featured Ezra Stone, star of *Henry Aldrich* show. Last 15-minutes of show featured panel discussion covering subject of broadcast. Dramatic portions of succeeding broadcasts will feature Tyrone Power, Faye Emerson, Edward R. Murrow, Quentin Reynolds, Walter Hampden and Richard Widmark.

THE MUTUAL GAIN ● ● ●

MBS last week placed full-page advertisement in *New York Times;* sent richly-decorated Valentine mailing piece to 7,000 advertising and agency executives, and used space in trade publications for Valentine's Day message pointing out that network's average for commercial programs had gained 10% in number of homes listening from December 1949 to December 1950. Advertising theme was based on Nielsen average audience data, and Mutual said that it was only network to show such a gain in audience.

WALL AROUND CALENDAR ●

ASSOCIATED Program Service has issued APS Program, Promotion and Merchandising Calendar for 1951, listing all important merchandising events, special days and weeks, birthdays of noted composers and artists, noting daily 13-week expiration dates and mentioning special APS programs tying in with various times and dates. Calendar is part of overall sales, field-service and merchandising plan developed by Maurice B. Mitchell, vice president and general manager of APS division of Muzak Corp.

COLLEGE SHOWCASE ● ●

WMAZ Macon, Ga., *Georgia College Showcase*, Sun., 2-2:30 p.m., Macon Kraft Co. (wood pulp processor.) Series designed to foster better understanding and appreciation of various colleges in area. Featured live broadcast Feb. 11 from Wesleyan College Conservatory Chapel, including 100-voice glee club.

★ ★ ★ ★ ★ ★ ★ ★ ★

GETTING along with the best of 'em, Announcer-Chef Starr Yelland, KOA Denver, prepares stacks of pancakes and sausage while celebrating the observance of National Pancake Day (Feb. 6.) Mr. Yelland gave a credible performance in his make-shift miniature kitchen at station during his *Time and Tempos*.

★ ★ ★ ★ ★ ★ ★ ★ ★

ADVERTISER SUPPORT ● ●

WTVJ (TV) Miami backs up its advertisers with a bi-monthly circular letter listing all of station's local advertisers and their store locations. Letter goes to all employees of WTVJ and the more than 500 employees of WTVJ's parent company, Wometco Theatre circuit, urging them to patronize the advertisers and let them know they "saw it on television."

LOW COST OFFER ● ● ●

WMAQ Chicago offered sponsors special radio bargain last week. Sales Manager Howdee Meyers pinned price tag of $98.99 on five-minute news package, complete with announcer. The show, aired six days weekly, 7:55-8 a.m., is sponsored by Talman Federal Savings & Loan, on week days, when News Chief Bill Ray handles newscasting chores. The Saturday slot, still available, was given benefit of "cut-rate."

INDIAN SHOW ● ● ●

KPIX(TV) San Francisco, *Powow Indians*, Wed. 4:45 p.m., West Coast Soap Co., San Francisco (Powow Cleanser), featuring Stafford Repp as Chief Powow and Kenton King as Chief Powie. Six children chosen each week to visit Chief Powow and tribe on "Indian reservation" and participate in dances, stories and games. Glenn Heyward, ventriloquist, and his dummy, Pale Face Pat, are featured on show.

SHOES FOR BABIES ● ● ●

WGY Schenectady, Feb. 5, extended Disc Jockey Earle Pudney's morning show, due to popular demand. To observe new addition, station giving shoes to every baby born in WGY's listening area. Each name submitted will be enrolled in "WGY Stork Set" with booties and card of congratulations going personally from Mr. Pudney. Shoes supplied by Ed White Shoe Co., Paragould, Ark.

WDTV (TV) SALUTE ● ● ●

WDTV (TV) Pittsburgh opened its studio facilities to a Sea Scout division for live demonstration Feb. 8, when station's public service department saluted 41st anniversary of Boy Scouts of America. Victor Skaggs directed show. Kathy Rosser was coordinator.

GETTING READY ● ● ●

WNAX Yankton broadcasting informational series of public service announcements based on government publication *Survival Under Atomic Attack*. Twenty-four one-minute lectures covering various phases will be presented over four week period.

'A GUY NAMED JOE' ● ● ●

WARD Johnstown, Pa., sending advertisers promotion booklet entitled "A Guy Named Joe," plugging its star personality, Joe Cavanaugh. Booklet gives information on his program *The Joe Cavanaugh Show*. Each page has different picture of Mr. Cavanaugh during local shows or promotions. Back has rate card and map showing station coverage.

KOREAN VETS SPEAK ● ●

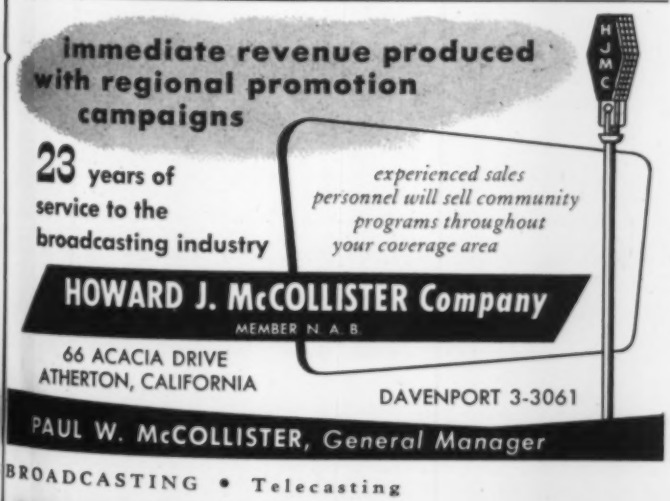
VETERANS of the Korean and other overseas campaigns were heard Feb. 11 on a new program, *Your Servicemen Speak*, over WTOP Washington. Taped interviews made at hospital beds furnish source material. American Building Assn. sponsors new Sunday program through Mellor & Wallace Agency. Dick Powell is producer for WTOP. Ted Lingo tapes interviews and serves as emcee.

THE DRAFT ● ● ●

WAAM (TV) Baltimore, *Lawyers Briefcase*, Feb. 18, discussed subject of "Who and When in Current Draft Legislation." State director of selective service and two local young attorneys discuss the present draft situation. All prospects for persons covered by current law were to be discussed, as well as outlook for future changes in the law.

FOOTBALL CLINIC ● ● ●

WCOJ Coatesville, Pa., plans delayed broadcasts of football clinic beginning there today (Feb. 19). For second year, broadcasts will be sponsored by Lukens Athletic League. Coaches Paul Bryant, Kentucky U.; Charlie Caldwell, Princeton; Frank Kavanagh, Cornell, and many others are scheduled to participate.


immediate revenue produced with regional promotion campaigns
23 years of service to the broadcasting industry
experienced sales personnel will sell community programs throughout your coverage area
HOWARD J. McCOLLISTER Company
MEMBER N. A. B.
66 ACACIA DRIVE
ATHERTON, CALIFORNIA
DAVENPORT 3-3061
PAUL W. McCOLLISTER, General Manager

IRE CONFERENCE

Fink and Sterling Slated

KEYNOTE address by Donald G. Fink, editor of *Electronics* magazine, on the "New Frontier in Electronics" is scheduled for the Southwestern Conference of the Institute of Radio Engineers to be held April 20-21 on the Southern Methodist U. campus in Dallas, Tex. [BROADCASTING • TELECASTING, Dec. 4, 1950]. Also scheduled to speak is FCC Comr. George Sterling.

Twelve technical papers will be read by leading authorities, including Dr. Cornelius Lonczos, National Bureau of Standards, Institute of Numerical Analysis, U. of California, who will speak on the "Radiation of a Cylindrical Antenna." Also to be featured is a large engineering exposition where many of the newest developments in radio and electronics will be displayed.

Tuned By Ear

AT THE SOUND of the metronome — listeners know they're tuned in to WDRC Hartford. The station goes on the air officially at 6:30 a.m., but while the engineers are warming up the transmitter about 6:15 a.m., a metronome begins ticking away.

Reach more than ½ million Colored people in the WMRY coverage area. Programmed for Negroes by Negroes, WMRY is effectively directing the buying habits of this vast, faithful audience.

600 KC · "THE SEPIA STATION"

WMRY

NEW ORLEANS, LA.

JOHN E. PEARSON CO

Nat'l. Representative

THE ONE DIRECT APPROACH TO NEW ORLEANS' LARGEST MAJOR MARKET

MORT SILVERMAN

General Manager

allied arts

CARYL COLEMAN, freelance radio and motion pictures writer in L. A., to Photo & Sound Productions, S. F., as radio and TV director.

JOHN BALCH, assistant to director of public relations on Bakelite account J. M. Mathes Inc., N. Y., to staff Assn. of National Advertisers Inc., N. Y., as editor of weekly newsletter and monthly news bulletin.

COFFIN, COOPER & CLAY Inc. announces additional organizations have signed for San Francisco Tele-Que television audience rating service. They are: KGO-TV; Abbott-Kimball Co. and BBDO, advertising agencies; Hoffman Radio Corp., all San Francisco.

PHILIP VON LADAU, special analysis coordinator in radio-television division A. C. Nielsen Co., Chicago, to Nielsen client service staff.

LANNON, ROMAN & THOMPSON Inc., N. Y., dissolved and its interests taken over wholly by **J. A. LANNON Inc.,** to conduct creative service. Mr. Lannon was art director on Lucky Strike account when it was handled by Foote, Cone & Belding.

JACK HARGROVE, president and sales executive Hargrove-Green Co., L. A., named president Electric League of Los Angeles Inc. for 1951. He replaces **WILLARD HELLMAN,** retiring president. Other officers elected include **MIL ZILLGITT,** Television-Household Appliances, executive vice president; **KENNETH R. JOHNSON,** general sales manager, Packard-Bell Corp., secretary; **D. C. CULBREATH,** D. C. Culbreath Co., treasurer; **GLEN L. LOGAN,** managing director.

Equipment . . .

W. L. ROTHBERGER, assistant general sales manager RCA Tube Dept., appointed manager of sales operations. **L. J. BATTAGLIA,** assistant to renewal sales manager, appointed manager of renewal sales field force. **L. F. HOLLERAN,** manager of sales administration for Tube Dept., named manager of sales administration. **G. C. BREWSTER** appointed manager of sales planning section, and **M. R. STOECKER** named manager of product distribution section. **JULIUS HABER,** advertising and sales promotion director for all RCA technical products, will, in addition, be acting manager of advertising and public relations for Tube Dept. **LAWRENCE LeKASHMAN,** assistant to advertising manager, appointed manager of advertising and sales promotion section, reporting to Mr. Haber. **HOWARD S. GWYNNE** appointed assistant to general sales manager.

JOHN S. MILLS, Stromberg-Carlson, Rochester, N. Y., elected vice president in charge of production Tele-Tone Radio Corp., N. Y.

GENERAL ELECTRIC Co., Owensboro, Ky., has under construction $2 million additional facilities for manufacture of electron tubes.

SIMPSON ELECTRIC Co., Chicago, producing new type oscilloscope, Model 476 "Mirroscope," designed to save space on testing benches.

RCA VICTOR, Camden, N. J., has established Specialized Employment Division, with responsibility for supervising and coordnating program to develop manpower resources to meet company's need for experienced engineering personnel. **ROBERT E. McQUISTON,** veteran personnel administrator, has been appointed manager of the new division.

CLAROSTAT MFG. Co. Inc., Dover, N. H., has developed new precision-built potentiometer.. It has tapered winding held to tolerance of plus/minus 1½% linearity as measured at 10 test points. Mechanical tolerances reportedly are held as close as plus/minus 0.00025 inch.

J. BERKLEY DAVIS, manager, General Electric's receiving tube division, Owensboro, Ky., has accepted commendation plaque on behalf of division employes. Plaque was given by leading U. S. airlines. Presentation made by F. C. Dyer, vice president of engineering for Aeronautical Radio Inc.

SUN RADIO & ELECTRONICS Co. Inc., N. Y., announces new, portable, completely self-contained 3-speed phonograph. Standard model equipped with Astatic LQ-D wide range crystal pickup, while second model equipped with G. E. RPX-050 triple play cartridge and built-in G. E. UPX-003 pre-amplifier. Corporation also announced new 132-page catalog of radio-television-electronics components available from its offices, 122-124 Duane St., N. Y.

POLARAD ELECTRONICS Corp., Brooklyn, N. Y., announces development of new studio picture monitor, Model M-104. It reportedly features high resolution in excess of 500 lines; 16" kinescope; excellent vertical and horizontal linearity; lightness of weight, and a minimum of maintenance.

AUDIO-MASTER Corp., 341 Madison Ave., N. Y., now distributing Harmonic Record Library of mood, bridge and background music. Catalog free on request.

PHILCO CORP., Phila., has announced new expanded program of factory supervised service on all its products, it was announced by Henry T. Paiste Jr., vice president, quality and service. Philco Corp. said "new program of factory supervised service will assure satisfaction for everyone who buys, sells or services a Philco product." Philco is reportedly backing it up by making available an adequate supply of replacement parts, and expanded line of test equipment to make it easier to service each product.

CATHODE-RAY TUBE Div. of ALLEN B. DuMONT LABS Inc., Clifton, N. J., has announced specially designed TV mask for simplifying the replacement of types 12JP4 and 12RP4 tubes with type 12QP4A. New mask is available at DuMont Teletron distributors.

DAVEN Co., Newark, announces availability of new electronic voltmeter type 170. Unit covers frequency range from 10 cycles to 250 kc with accuracy of ±2%.

RAY F. CREWS named vice president in charge of sales for Fairchild Recording Equipment Corp., Whitestone, N. Y.

Technical . . .

JOHN GASKIN appointed studio technician WTMA Charleston, S. C.

CHARLES H. COLMAN, technical director KECA-TV Hollywood, leaves March 6 for duty with Air Corps in communications and radar.

RAY KUBLY appointed chief engineer KIST Santa Barbara, Calif., replacing **GENE FARRSELL,** now with KPOA Honolulu.

MICAEL KONICHAK, chief engineer WPIT Pittsburgh, father of boy.

CHARLES E. HASTINGS, Hampton, Va., named new chairman of North Carolina-Virginia section of Institute of Radio Engineers, succeeding C. E. Smith, Winston-Salem. Other new officers are Victor S. Carson, Raleigh, vice chairman, and Philip F. Hedrick, Winston-Salem, secretary-treasurer.

Facsimile Course

DAILY transmission of a facsimile newspaper, carrying news from one part of the campus to another, is one of the features highlighting a course in newspaper production by radio now being offered by the journalism division of Emory U., Atlanta, Ga. Students who produce the radio newspaper obtain valuable experience in editing, makeup and "writing under pressure," according to Milton Krueger, university instructor. Course was made possible by the *Atlanta Journal* (WSB-AM-FM-TV), which donated the facsimile equipment.

E. ROLAND HARRIMAN (l), national chairman of the American Red Cross, realizes the value of radio to the upcoming funds drive. Here, Mr. Harriman is interviewed over KOA Denver by announcer-producer, Van Haaften. A New York banker, and president of the Union Pacific Railroad, Mr. Harriman was appointed president of the American Red Cross to succeed Gen. George C. Marshall, who resigned to become Secretary of Defense.

All Accounts

(Continued from page 12)

Mr. Von Zehle has built his agency into an imposing entity. A few of his accounts include the Brotherhood of Railway Trainmen, Pluto Water and Romans Ravioli.

Mr. Von Zehle also operates a subsidiary firm known as Package Shows Inc. He personally produces one of its programs, *It's In the Bag*, on the DuMont Television Network.

The Von Zehles—she is the former Dorothy Benson, an ex-model and actress—have been married since Oct. 17, 1947. They live in Manhattan.

Sailing is Mr. Von Zehle's favorite hobby. He owns a 73-foot schooner called *Tondelayo*, which sleeps 10 people.

PHILADELPHIA Fire Department's new two-way mobile radio communications system KGB-476, was placed in operation Feb. 13. Mayor Bernard Samuel officially threw switch that put RCA Victor engineered and built station on air. It is designed as one of the key measures in city's civilian defense set-up.

'TOO MUCH ADVERTISING?'

Kleppner Answers Ad Budget Critics

IN THE lifeblood of U. S. economy, advertising encourages incentive, assures the consumer of a quality buy and tells him so in the fastest way possible.

That is the way Otto Kleppner, part-owner of The Kleppner Co., New York advertising agency, answers the question, "Is There Too Much Advertising?", title of his article printed in *Harper's* February issue.

In a scholarly approach, Mr. Kleppner counterpoints repeated criticisms lodged against national advertisers, objections heard more often now because of the defense economy.

Most basic objection, Mr. Kleppner says, is the claim that national advertising echoes the clamor of competitors who "merely swap customers . . . at the customers' expense."

Actually, according to the author, advertising goes further than that. The basic value of advertising, Mr. Kleppner believes, is that a maker tells of some development affecting the quality, price, design, packaging or special flavor of his product. He goes on to show how "there has been a growth of values of all products in a [given] field today, compared with those of some years ago."

'Fastest Way'

"Advertising is the fastest way of telling many people about these developments at the lowest cost per message. Mass communication is as important to our economy as is mass production. That it is available on a nation-wide scale to anyone with a price of an . . . advertisement, and not merely to government bureaus or state trusts, is evidence of democracy at work," Mr. Kleppner writes.

Another charge is that "product differentials" breed monopolies. He answers that to take away a man's right to be known for the quality of the product he offers to the public and deny him benefits of being recognized for an improvement in the product, is to reduce incentive to make further improvements. "It is just as important to preserve this incentive, as it is to provide a way in which an individual can discover the products available to him."

Any curtailment or limit on advertising expenditures, Mr. Kleppner observes, is to usurp the liberty of an individual to tell about his product to others. "An advertiser must assume responsibility for *what* he says, but to curb *how much* he may say about his product when newsprint is available and radio and television stations have time to sell is an invasion of freedom of speech."

Fraud in advertising is dismissed post haste by Mr. Kleppner, who cites an FTC examination of over a million newspaper, magazine, radio and television advertisements, of which less than 3% were seen as possibly misleading. Referring to the "double your money back if not satisfied" guarantee, Mr. Kleppner opines "we could well ask that politicians and statesmen keep their promises nearly as well as do national advertisers."

He makes the salient point that "the more a man has invested in advertising his trade-marked product, the more will he protect his asset by guarding its quality. (The larger the advertising appropriation, the larger usually is the investment in product research and in quality control.)"

It is true, Mr. Kleppner says, that the consumer pays the cost of advertising as he does for everything else—but, the author asks, does he get more or less for his money because of that advertising? According to Mr. Kleppner, the answer depends on whether advertising lowers production costs, reduces selling costs and what management does with resulting profits.

He notes that advertising helps reduce personal selling to the consumer, which is costly; that it enhances additional orders for the product thus increasing business volume which is needed to lower the cost of the product. How much the businessman decides to pass on to the consumer via the product and in what form it fits in with the function of advertising. That function "is to help create and distribute the better values a business offers in competition for the buyer's selection," Mr. Kleppner concludes.

DETROIT FETE

Radio-TV Committee Named

WILLIAM J. SCRIPPS, of WWJ Detroit and Henry T. Ewald, of Campbell-Ewald Co., have been named co-chairmen of the radio-television committee for Detroit's 250th birthday festival.

Named to serve on the committee are Herbert T. Bayle, Brooks, Smith, French & Dorrance; John L. Booth, WJLB; Ted Campeau, CKLW; George Cushing, WJR; Don DeGroot, WWJ-*The Detroit News*; John Donahue, NBC; J. J. Hartigan, Campbell-Ewald Co.; Clarence Batch Jr., D. P. Brother & Co.; Jack Henry, N. W. Ayer & Son; Jack Hill, WWJ-*The Detroit News*; Paul Holder, McCann-Erickson Inc.; Ralph Hotchkiss, Maxon Inc.; Richard Jones, WXYZ; Worth Kramer, WJR; John McKee, BBDO; John L. McQuigg, Geyer, Newell & Ganger Inc.; Don Miller, Kenyon & Eckhardt Inc.; E. E. Potter, Young & Rubicam Inc.; Todd Reed, Ruthrauff & Ryan Inc.; George P. Richardson Jr., J. Walter Thompson Co.; James Riddell, WXYZ; Joseph Spadea, CBS, and Melvin C. Wissman, WWJ-*The Detroit News*.

GUILT UPHELD

In Nazi Treason Case

TREASON conviction of Herbert J. Burgman, accused of broadcasting Nazi propaganda during World War II, was affirmed Feb. 8 by the Court of Appeals for the District of Columbia. James J. Laughlin, Mr. Burgman's attorney, indicated the case may be appealed further to the Supreme Court.

Mr. Burgman, who reportedly broadcast over a station located in Berlin while representing its origination point as in the Midwest, was convicted in November 1949 and later sentenced to federal prison for a 6-to-20 year term. He had listed nine exceptions in his latest appeal for reversal of the conviction.

KGW carries the weight in the Oregon Market DAY or NIGHT

TOTAL BMB FAMILIES
From 1949 BMB Survey

DAYTIME	
KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630
NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

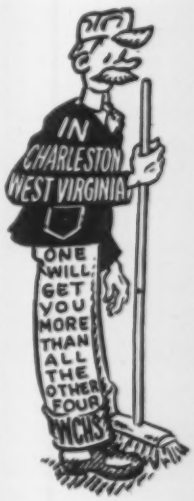
KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Mr. Horace Hagedorn
Kiesewetter Associates, Inc.
New York City

Dear Horace:

These boys at WCHS shore done a job wz permotin' for SHARE THE WEALTH when hit come ter Charleston, West Virginny. Yessir, Horace, th' big city auditorium was packed with three thousand Peter Donald funs, an' they shore had lotsa fun! Incidentally, th' latest Hooper report shows that in th' afternoons when SHARE THE WEALTH is on, WCHS has 41.3 percent uv th' audience—more'n twict as much as th' next station, an there's five stations in town! Now ain't that sumpthin', Horace? Yuh shore got yer program on th' right station in Charleston!

Yrs.
Algy



WCHS
Charleston, W. Va.

Respects

(Continued from page 48)

Dallas and enrolled in Southern Methodist U. Graduating with an A.B. in government, he became his university's candidate for a Rhodes scholarship. A vote of the candidates among themselves gave him the scholarship, but the judges decided differently. So he stayed on a year teaching fellowship to take a degree of Master of Arts in government.

Leaving Southern Methodist in 1933, he entered Columbia U. Law School and earned an editorship of the *Columbia Law Review* before graduating in 1936. Admitted to the New York State Bar shortly thereafter, he joined the law firm of Sullivan & Cromwell in downtown New York; and remained there until 1942, gaining experience as a trial lawyer before the courts and before government bodies such as the Securities & Exchange Commission and the Federal Trade Commission.

With the advent of World War II, Mr. McDaniel was appointed special counsel to the late James V. Forrestal, then Under Secretary of Navy. He was commissioned a lieutenant (jg) of the Naval Reserve in 1942 and assigned to the Office of the general counsel of the Navy. Promoted in 1943 to lieutenant and to lieutenant commander, successively, Mr. McDaniel worked on procurement of aircraft for the Bureau of Aeronautics. In 1945 he was retired to inactive duty to become chairman of the Navy Board of Contract Appeals. At this time also he received an official commendation from Secretary of Navy Forrestal for his "unremitting efforts, astute judgment and ability to cope with an extraordinary volume of business" which the commendation said, had "contributed greatly to successful prosecution of the war."

Mr. McDaniel left the Navy Board in January 1946 to become general counsel of RCA Communications Inc. In 1948 he was elected a vice president of RCA, where he served on the staff of the chairman of the board and the president.

"I get glowered at when things go wrong in Washington," he says with a smile, by way of explaining that he was brought into RCA because of his trial experience to coordinate its legal and business relations with the federal government.

Unacquainted with the radio-television industry before joining RCA, Mr. McDaniel since has developed an extensive knowledge and interest in its affairs. Representing RCA Communications Inc., he traveled in South America and in Europe, where in 1948 he met with the International Telegraph Consultative Committee to plan for the World Telegraph Conference in Paris the following year.

Cites TV Future

Television in America, he believes, "has given us only a hint of what it will become. It has the greatest potentialities, particularly as a force for democracy. Too often television is looked upon solely as a device for amusement. Actually it holds forth the prospect of an enormously wider and more intimate participation by the public in national affairs."

As RTMA's new president, Mr. McDaniel is hopeful of "contributing in some way toward making the radio-television industry as useful as possible in the national emergency effort." The civil defense authorities have called for the training of 20 million Americans in first aid. "How can this be done except by television?" he asks.

"It would be a great tragedy," Mr. McDaniel points out, "if increased costs and penalizing excise taxes should make television sets too expensive for low income groups without sets to buy." The federal government, he feels, instead of hindering production and ever-wider distribution of TV sets should "affirmatively sponsor" such developments.

Mr. McDaniel assumes his new office with a demonstrated capacity for solving intricate problems. While working on Navy aircraft contracts, he was credited with developing the incentive-type contract to replace the cost-plus-fixed fee type in use. Effect of the new contract was to save the government millions; for example the cost of one type of airplane dropped from $70,000 to $35,000.

In 1942, Mr. McDaniel married Dorothy Sandlin of Dallas, well-known in light opera and concert fields, who has appeared on the *Ford Sunday Evening Hour* and in productions of the St. Louis opera, Los Angeles Light Opera Assn., Paper Mill Playhouse and others.

The McDaniels have a house in Putnam County, Carmel, N. Y., where the male side of the family pursues hobbies of oil painting and occasional fresh-water bass fishing.

Other leisure interests of the new RTMA president include Columbia U. Law School, where he lectures occasionally, and the Administrative Law Committee of the New York Bar Assn. The committee's study of relations between independent regulatory commissions and Congress particularly has absorbed his interest. The nightshirt has been replaced by the toga.

National Nielsen Ratings* Top Radio Programs

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
EXTRA WEEK DEC. 31, 1950-JAN. 6, 1951

EVENING, ONCE-A-WEEK

Current Rank	Previous Rank	Program	Current Rating Homes (%)
1	2	Jack Benny (CBS)	18.7
2	1	Lux Radio Theatre (CBS)	18.4
3	5	Godfrey's Talent Scouts (CBS)	16.3
4	14	You Bet Your Life (NBC)	15.5
5	6	Amos 'n' Andy (CBS)	15.4
6	3	Charlie McCarthy (CBS)	15.1
7	20	People Are Funny (Tue.) (NBC)	15.0
8	12	Mystery Theatre (CBS)	14.5
9	50	Mr. District Attorney (NBC)	14.3
10	21	Mr. and Mrs. North (CBS)	14.1

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000 —the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright 1951 by A. C. NIELSEN COMPANY

WVOP to Liberty

WVOP Vidalia, Ga., last Thursday was slated to affiliate with the Liberty Broadcasting System as the network's newest southeast Georgia outlet. WVOP also plans to carry baseball broadcasts during the 1951 season. Licensed to Vidalia Broadcasting Co., the station operates on 1450 kc with 250 w. Owners are M. F. Brice and R. E. Ledford. Howard C. Gilreath is general manager. KWIN Ashland and KFIR North Bend, Ore., also have signed as affiliates of Liberty.

McCARTHY TALK

Kilgore Cites WWVA Record

RECORDINGS of a 1950 Lincoln Day speech made by Sen. Joseph McCarthy (R-Wis.) and aired by WWVA Wheeling, W. Va., figured prominently last week in a floor attack on the Senator's Communists-in-government stand.

Sen. Harley Kilgore (D-W. Va.) told Senate colleagues that the Wisconsin Republican had twice retreated from his original claim that he had a list of 205 members of the Communist Party "still working and shaping the policy of the State Dept." Sen. Kilgore quoted Sen. McCarthy as stating he had used the figure of 57.

He told the Senate that the Wheeling speech was recorded and that affidavits had been signed by Paul Myers, WWVA program director, and James K. Whitaker, news editor, attesting that Sen. McCarthy had used the figure 205. The speech was aired twice by WWVA, he added.

Sen. Kilgore asserted that the Senate had been subjected "from one year to a blue whirl of charges and accusations" but claimed that Sen. McCarthy had offered no proof to support his charges.

He said Sen. McCarthy had told him last May that the station was given a rough draft of the speech and that "it is entirely possible that there was an error and that 205 was used in place of 57." Sen. McCarthy later explained the 57 referred to Communists in the State Dept. and the 205 to "security risks" according to the President's Security Board.

Pope Honors Lucey

POPE PIUS XIII has appointed William F. Lucey, business manager of WLAW-AM-FM Lawrence, Mass., and a director of the Hildreth & Rogers Co., owner-operator of the stations, as a Knight of Malta. The order which dates from the 11th century, is the highest honor the Pope can bestow on a Catholic layman. There are fewer than 200 Knights of Malta now living.

Time Buyers, NOTE!

NO TV

Stations within 60 miles of

YOUNGSTOWN, O.

Ohio's 3rd

Largest Trade Area

Buy

WFMJ

The Only ABC Station Serving This Market

5000

All programs duplicated on WFMJ-FM

50,000 Watts on 105.1 Meg.

WATTS

CALL

Headley-Reed Co.,

National Representatives

In 5 clinical surveys, KFMJ outsells Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details. KFMJ, the Fred Jones Station, Tulsa, Okla. One of America's top independents. Lawson Taylor, Mgr. Represented by Jack Koste, Independent Metropolitan Sales.

WAGE-PRICE LINE

CED Urges New Program

A FOUR-POINT program for effective wage-price controls—accenting twin needs of increased production and checked civilian demand for goods and services—was urged last Tuesday by the Committee for Economic Development in a policy statement prepared by its Research and Policy Committee.

"Price and wage controls will not by themselves stem the tide of inflation," CED warned. "They deal with symptoms rather than with underlying causes. They can be helpful provided other steps are taken. . . . They will be harmful if we are lulled into a false sense of security and fail to take . . . other steps . . . "

In the policy statement, "Conditions Necessary for Effective Price-Wage Controls" (also see separate story), the committee suggests a four-pronged plan advocating: (1) Reduction of nonessential government expenditures; (2) a "sharp and prompt" tax increase; (3) check on expansion of bank credit, and (4) inauguration of a national savings program.

Evil Effects

"So long as the total demand for goods and services is greater than the supply, the evil effects of inflation will operate throughout the economy," CED asserts, tracing its expression in higher prices and wages, black markets, deterioration of goods, distortion of the production-distribution pattern, weakened efficiency and reduction of incentives.

Increasing production is essential though "not enough," the committee adds, suggesting the U. S. bring women and older men into the working force, lengthen the work week, expand output and improve productive techniques.

Regarding government expenditures, the committee recommends a "rigorous screening" to hold down "waste of materials, manpower and money"; at the same time taxes should be raised substantially to restrain consumers' expenditures as well as to increase revenues. "Higher and more extensive excise taxes," already proposed by the administration, "should be imposed," CED felt. Other proposals:

(On bank credit)—"It is of the utmost importance that . . . power to check . . . expansion be used to reduce inflationary pressure. . . . The contribution that (such) a monetary policy can make . . . and the holding down of the cost of the defense program is more important than the preservation of an existing pattern of interest rates in the security market."

(On savings)—"A national program of education is needed to bring home to our people their individual responsibility to save. As part of such a program we should enlist the cooperation of the leadership . . . in our communities. . . . The program should be more than a drive for savings bonds—all forms of savings should be encouraged."

(National policy)—"We need a clear and consistent national policy . . . that will convince our people that our government is facing the realities of the situation . . . so that direct price and wage controls will have a reasonable chance of success."

With such a policy, the committee concludes, "we can then proceed first to live with controls and later, as production rises and demand is stabilized, to live without them."

Members of the Research and Policy Committee include Gardner Cowles, Des Moines *Register* and *Tribune* and Cowles Broadcasting Co. (KRNT Des Moines; WNAX Sioux City-Yankton; WCOP Boston); Philip D. Reed, General Electric Co.; Philip Graham, *Washington Post* (WTOP-AM-TV-FM Washington); and Eric Johnston, ESA administrator.

CHICAGO showing of WOV New York's presentation film, "WOV's Three Million People" [BROADCASTING • TELECASTING, Jan. 29], attracted agency and advertising executives. TOP PHOTO: Gathered after a luncheon meeting are standing (l to r), Herb Schorr, WOV sales manager; Gene Fromherz, Aubrey, Moore & Wallace; Genevieve Lemper, Foote, Cone & Belding; Nick Wolf, Leo Burnett; J. G. Woolsey, Armour & Co.; seated, Jane Daly, Earle Ludgin; Kay Kennelly, Olian Adv., and Jane McKendry, Needham, Louis & Brorby.

BOTTOM PHOTO (l to r): Ed Fitzgerald, J. Walter Thompson Co.; D. J. O'Sullivan, advertising department, Armour & Co.; Ralph Weil, WOV general manager; Dick Coombs, Leo Burnett; J. A. Burns, radio-television director, Swift & Co.; George Clark, Chicago manager, John Pearson Co., which represents the station, and Milt Blink, vice president and Chicago manager of Standard Radio Transcriptions Services.

WOL Business Up 700%

INCREASE of more than 700% in business within a year is reported by WOL Washington, which tomorrow (Tuesday) marks its first anniversary under ownership of Peoples Broadcasting Corp. Station joined the Liberty network in October.

SHOW TRAIN

WTIC, NBC Back Special Trip

NOW it's a *Big Show* "Show Train"—the first time the New Haven Railroad's run to New York was made for radio fans exclusively. WTIC Hartford and NBC cooperated with the railroad to supply passengers with free tickets to the Sunday night hour-and-a-half extravaganza at NBC's Center Theatre studios, scheduled for yesterday (Sunday).

More than 200 *Big Show* fans were to be aboard as the train left Hartford, and passengers who made reservations were to be picked up at nine cities along the way.

The "Connecticut audience" was to arrive at 4:25 p.m. in New York, in time to get to the *Big Show* studio at 5:30 for the performance at 6-7:30 p.m. The "Show Train" was scheduled to leave for home at 9:30 p.m. The *Big Show* "Show Train" idea was conceived by Anne Norman, radio-TV editor of the *Hartford Times*.

THE PHILADELPHIA INQUIRER has started complete TV and Radio Section, which will appear every Sunday. It will include entire week's programs, description of programs and *Inquirer's* own column of TV news and criticism. The *Philadelphia Evening Bulletin* also has started special Sunday TV section.

kglo
1100 KC, 5,000 Watts CBS
MASON CITY, IOWA

15th year of SERVICE to 69,740 rural-urban homes, with farm income $535,703,000; total retail sales $493,004,000. A Lee Station—represented by Weed & Company.

KSWM
JOPLIN, MO.

REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

The small map above shows airline miles to nearest metropolitan centers. KSWM offers unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
CBS in
JOPLIN, MO.
Nationally Represented by William G. Rambeau Co.

Austin A. Harrison, Pres.

CHURCH COUNCIL
Expands Broadcasting Unit

THREE specialists in the field of religious broadcasting were added to the staff of the Department of Broadcasting and Films of the National Council of Churches (formerly Protestant Radio Commission) last week.

Rev. Charles Schmitz, chairman of the Radio and TV Committee of the American Baptist Convention, has been named education director of the department. Dr. Schmitz will head planning and conducting of radio and TV workshops and institutes for the organization. Arthur Austin, former production director of NBC and Compton Adv., New York, has been appointed special events director to develop special radio and TV programming concerned with religious activities. Richard M. Gray, British TV and film director, has joined the department to handle special production assignments.

Rev. Harold Quigley, former special events director with Protestant Radio Commission, has resigned to return to the parish ministry, it also was announced.

GEORGIA PRESS
Ethridge to Address Meet

A HOST of distinguished speakers, including Mark Ethridge, publisher of the *Courier-Journal* and *Louisville Times* (WHAS-AM-TV), has been announced for the 23rd annual Georgia Press Institute to be held on the U. of Georgia campus Feb. 21-24.

Other prominent speakers scheduled for the Institute are Jonathan Daniels, editor of the *Raleigh News and Observer* (WNAO-AM-FM); Edward Weeks, editor of the *Atlantic Monthly;* Sylvia Porter, syndicated financial columnist; Ernest Vacarro, AP White House correspondent; Cranston Williams, general manager, American Newspaper Publishers Assn.; Robert Low, assistant to the publisher of *Life*, and Robert Brown, editor of the *Columbus Ledger* and *Sunday Ledger-Enquirer.*

WGES
Chicago, Ill.
USES
Magnecorder
PROFESSIONAL TAPE RECORDERS

PT63-A shown has 3 separate heads—monitors from the tape. Unit construction permits portable or rack mount operation.

Write MAGNECORD, Inc.
360 N. Michigan Ave., Chicago 1, Illinois
FIRST CHOICE OF ENGINEERS

FCC actions

FEBRUARY 9 TO FEBRUARY 15

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization		CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

February 9 Applications . . .

ACCEPTED FOR FILING

CP Amended

WKBZ Muskegon, Mich.—CP to change power from 5 kw-D 1 kw-N to 5 kw unl. AMENDED to change request to 5 kw-D 1 kw-N DA.

Modification of CP

KSCJ-FM Sioux City, Iowa—Mod. CP new FM station for extension of completion date.

APPLICATIONS RETURNED

WLBK DeKalb, Ill.—RETURNED application for relinquishment of control of DeKalb Radio Stations Inc., licensee, by Theodore A. Lanes. [FCC ROUNDUP, Feb. 5].

WFYC Alma, Mich.—RETURNED application for assignment of license from Alma Bcstg. Co. Inc. to WFYC Inc. [FCC ROUNDUP, Feb. 5].

KSIJ Gladewater, Tex.—RETURNED request for CP to change from 1430 kc 1 kw D to 1320 kc 1 kw-D 500 w-N DA-N.

MEETINGS SET
By Electrical Engineers

H. H. HENLINE, secretary, American Institute of Electrical Engineers, has announced three district meetings to precede the summer general meeting of the institute in Toronto, Canada, June 25-29.

Southern district meeting is scheduled April 11-13 at Miami Beach, Fla. Included are Kentucky, Virginia, Tennessee, North Carolina, South Carolina, Louisiana, Mississippi, Alabama, Georgia and Florida.

Northwestern district will convene May 2-4 in Syracuse, N. Y. with engineers and scientists from New York, Vermont, New Hampshire, Connecticut, Massachusetts, Rhode Island and Maine.

The Great Lakes District meeting, May 17-19 in Madison, Wis., will bring together delegates from Minnesota, Iowa, Wisconsin, Illinois, Michigan, Indiana, North Dakota and a large portion of South Dakota.

February 12 Decisions . . .

ACTION ON MOTIONS

By Comr. Rosel H. Hyde

WLCK Campbellsville, Ky.—Granted continuance of hearing from Feb. 19 to Mar. 12, re its application and that of Clark-Montgomery Bcstg. Co., Winchester, Ky.

WIBW Topeka, Kan.—Granted leave to intervene in hearing April 26 re applications of R. W. Towery, Iuka, Miss. and WKSR Pulaski, Tenn.

WKSR Pulaski, Tenn.—Granted continuance of hearing from Feb. 26 to April 26, re its application and that of R. W. Towery, Iuka, Miss.

KCHC El Paso, Tex.—Granted dismissal without prejudice of application for mod. CP.

Radio Sumter, Sumter, S. C.—Dismissed as moot petition requesting severance, removal from hearing docket and immediate grant of new application.

WPAQ Mount Airy, N. C.—Dismissed as moot petition for reconsideration and grant of application without hearing; application dismissed without prejudice Feb. 2.

KGBS Harlingen, Tex.—Granted extension of time to Feb. 20 to file reply brief to general counsel's exceptions to initial decision issued re application.

By Examiner J. D. Bond

KDSJ Deadwood, S. D.—Granted continuance of hearing re its application and that of Minnesota Valley Bcstg. Co. (KTOE Mankato, Minn.) from Feb. 19 to Mar. 19.

By Examiner Elizabeth C. Smith

Easton Pub. Co., Easton, and Allentown Bcstg. Corp., Allentown, Pa.—By memorandum opinion and order granted joint motion to move hearing re applications to field for taking nontechnical testimony; ordered that hearing shall commence Mar. 5 at Allentown and thereupon, further hearing at Easton, and to Washington, for engineering testimony and completion.

By Examiner Leo Resnick

WINS New York—Granted leave to amend application.

Vermillion Bcstg. Corp., Danville, Ill.—Granted leave to amend application proposing new DA.

Royal Broadcasting Co., Lancaster, S. C.—Granted leave to amend application by specifying 1360 kc instead of 1220 kc and for removal of application, as amended, from hearing docket.

By Examiner Basil P. Cooper

Basil P. Cooper, Examiner—On motion of examiner re application of Radio Reading, Reading, Pa., hearing continued to Mar. 14.

By Examiner H. B. Hutchison

KLMR Lamar, Col.—Granted in part motion that further hearing re application be continued from Feb. 12 to Feb. 20.

By Examiner Fanney N. Litvin

FCC General Counsel—Granted in part petition for correction of transcript of testimony re petitions of WHDH Boston and KOA Denver, and application of WXKW Albany, N. Y.

February 13 Decisions . . .

BY THE COMMISSION

CP to Replace CP

WIPR Santurce, P. R.—Granted CP to replace expired CP for change in trans. location. Also granted extension of STA for 90 days from Feb. 3 to operate trans. at temporary location with 5 kw D 500 w N.

BY THE SECRETARY

KBUC Corona, Calif.—Granted voluntary assignment of license to American Pacific Radio Bcstg Co., new partnership of same name through transfer of 25% interest by John G. Bucknum to Elmer J. Bucknum.

WPIX (TV) New York—Granted mod. CP for ant. and other changes in new TV station.

WORL Boston—Granted license for new AM station 950 kc 5 kw D.

Marshall Electric Co., Marshalltown, Iowa—Granted license for new remote pickup. KA-7453.

Orville W. Lyerla, Herrin, Ill.—Same KA-7941.

KRLC, Lewiston, Ida. — Same KA-8104.

Lake Erie Bcstg. Co., Sandusky, Ohio—Same KA-7825.

Bakersfield Bcstg. Co., Bakersfield, Calif.—Same KA-8376.

Island Bcstg. Co., Area, Hilo, Hawaii, T. H.—Same KA-8375.

Twin Cities Bcstg. Corp., Minneapolis—Same KA-8377.

WIAC Inc., San Juan, P. R.—Granted mod. license to change remote pickup KA-6031 to 2790 kc and 26.37 mc.

WGN Inc., Chicago—Granted CP and license for new remote pickups, KSD-840, KA-8378, KA-8379-8381.

WFNC Fayetteville, N. C.—Granted mod. CP change trans. location and type trans.; cond.

Following granted mod. CPs for extension of completion dates as shown: KA-6976 St. Croix Island, V. I. to 4-1-51; WBBB-FM Burlington, N. C. to 5-1-51 cond.; WRFD-FM Worthington, Ohio to 5-1; cond.; KIB-41 Columbus, Ga. to

EMERGING as first-place winner in the 1 kw-to-5 kw station category of RCA Victor's $64 Question promotion contest among NBC stations, WORZ Orlando's Gene Hill, station manager, and Sammy Ross, promotion manager, examine the prize, an RCA Victor console. On top of the console are some other first-place prizes won by Mr. Ross during NBC station promotion for network's *People Are Funny.*

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
"A reliable service for over 18 years"
For immediate service phone
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

....for the finest in professional tape recording equipment
STANCIL-HOFFMAN
HOLLYWOOD 38, CALIFORNIA

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE**

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
*Member AFCCE**

A 43-year background
—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Laboratories Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
*Member AFCCE**

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE**

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
*Member AFCCE**

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
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WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
1 Le Fevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

*Member AFCCE**

8-1; WARL-FM Arlington, Va. to 3-31; WEPM-FM Martinsburg, W. Va. to 6-20; WRBL-FM Columbus, Ga. to 8-1; WCCH Greenwich, Conn. to 4-8; KJCF Festus, Mo. to 3-25.

KOEL Oelwein, Iowa—Granted license for new AM station 950 kc 500 w DA.

WMBD Peoria, Ill.—Granted license for increase in night power, install new trans. and DA etc. 1470 kc 5 kw DA-2 unl.

KICD Spencer, Iowa—Granted license install new trans.

KRMG Tulsa, Okla.—Granted license for increase in night power, install new trans.; cond. (740 kc 50 kw-LS. 25 kw-N.)

WRJW Picayune, Miss. — Granted mod. CP to change trans.

KVOL Lafayette, La. — Granted license for change in frequency, power etc. (1330 kc 1 kw DA-N unl.)

WOPA-FM Oak Park, Ill.—Granted license new FM ch. 272 (102.3 mc) 1 kw.

KIJV Huron, S. D.—Granted CP install new trans.

WNDI Montevallo, Ala. — Granted mod. CP to change trans.

KIKI Honolulu—Granted mod. CP for extension of completion date to 4-2; cond.

WPAB Ponce, P. R.—Same to 5-22.

WLIL-FM Lenoir City, Tenn. — Granted license new FM station ch. 262 (100.3 mc) 8.8 kw.

WAGA-TV Atlanta, Ga. — Granted license new TV station Ch. 5 (76-82 mc) 17.768 kw vis. 10 kw aur.

KGDM-FM Stockton, Calif.—Granted license new FM station Ch. 225 (92.9 mc) 1.4 kw.

WOOK-FM Silver Spring, Md. — Granted license new FM station Ch. 240 (95.9 mc) 590 w.

KCBS-FM San Francisco—Granted mod. CP for extension of completion date to 9-1.

WISN-FM Milwaukee—Granted mod. CP for extension of completion date to 8-22.

February 13 Applications . . .

ACCEPTED FOR FILING

License for CP

KGEM Boise, Idaho—License for CP change frequency, power etc.

KTSW Emporia, Kan.—License for CP new trans. etc.

WNAV Annapolis, Md.—License for CP increase power etc.

KBOP Pleasanton, Tex.—License for CP new AM station.

KRE-FM Berkeley, Calif. — License for CP authorizing changes.

WOR-TV New York—License for CP new TV station to request change of studio location.

Modification of CP

WARD-FM Johnstown, Pa.—Mod. CP new FM station for extension of completion date.

WSYR-TV Syracuse, N. Y.—Mod. CP TV station for extension of completion date to 9-12.

CP to Replace CP

WLAB (FM) Lebanon, Pa.—CP to replace expired CP new FM station.

APPLICATION TO AMEND

WBEN-TV Buffalo, N. Y.—Application to AMEND CP new TV station to request change in ERP from 16.2 kw vis. 10.2 kw aur. to 5 kw vis. 2.6 kw aur. etc.

APPLICATION RETURNED

KPET Lamesa, Tex.—RETURNED application for voluntary assignment of license to new partnership.

February 14 Applications . . .

ACCEPTED FOR FILING

Extension of STA

WNYC New York—Extension of STA to operate additional hours with DA between 6 a.m. EST and sunrise in N. Y. and between sunset in Minneapolis and 10 p.m. EST.

AM—850 kc

KTBI Tacoma, Wash.—CP to change from 810 kc 1 kw D to 850 kc 1 kw-D 500 w-N DA-N. AMENDED to change to 850 kc 1 kw unl.

Modification of CP

WSTV Steubenville, Ohio—Mod. CP to change name licensee from Valley Bcstg. Co. to WSTV Inc.

WHP-FM Harrisburg, Pa.—Mod. CP new FM station for extension of completion date.

CP to Replace CP

WOAK (FM) Oak Park, Ill.—CP to replace expired CP new FM station.

License for CP

KXEL-FM Waterloo, Iowa—License for CP new FM station.

WHAS-TV Louisville, Ky.—License

(Continued on page 87)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

North Carolina station wants manager plus commercial sales ability. Must be available soon. Best possible conditions, good salary and commission. Must stand rigid investigation, have good record, no bad habits. Box 802H, BROADCASTING.

Sales manager western New York full-time regional station. Large market. Submit experience and picture. Box 838H, BROADCASTING.

Station manager-salesman wanted 250 watt network station, attractive New England single station market. Want an experienced salesman familiar with local station operation, interested in settling down and becoming a part of a pleasant community. Starting pay $400 month plus commission and bonus. Please send photo, references and all details. Box 851H, BROADCASTING.

Manager, thoroughly experienced, strong on sales and sales management to direct established midwest kilowatt independent. Competitive market with good opportunity to build for yourself and station. Stock interest may be available to right party. Send all pertinent information first letter. Box 861H, BROADCASTING.

Well known manufacturer of electronic equipment desires assistant advertising manager. Technical background and writing ability required. Excellent opportunity. Give background and experience in first letter. Box 871H, BROADCASTING.

Commercial manager, large metropolitan area, midwest, 1000 watts, daytime, immediately. Completely new programming. Advertising and promotion experience necessary, radio preferred. Desire stable person, good mind, excellent appearance, sincere approach for a specialized product. Salary plus commission. Furnish full details, reference, photograph and desired salary. Box 898H, BROADCASTING.

Salesmen

Salesman: Pennsylvania independent offers an opportunity to enter sales in a prosperous market. Only station in area. Radio background essential. Salary plus commission. Must have car. Box 813H, BROADCASTING.

Twenty-five percent is yours by putting 2000 on west coast network affiliate. Liberal guarantee. Box 896H, BROADCASTING.

Time salesman: Good deal for man who can produce! Network affiliate. Only station in prosperous market. Send all details, photo, salary expected. All replies in confidence. KRJF, Miles City, Montana.

Experienced salesman wanted. We want a top man and will pay accordingly. An excellent opportunity. Personal interview necessary. WHFB, Benton Harbor, Michigan.

New Hampshire's fastest growing station, WKBR, Manchester, has opening for aggressive, experienced time salesman. Good market with big potential where wide awake salesman can earn big money. Write WKBR, Manchester, N. H.

WORZ, a progressive NBC station in Orlando, Florida offers permanent, excellent opportunity for capable, experienced salesman. Requirements: Initiative and ambition. Contact immediately.

Progressive station in Virginia's largest market is interested in live wire salesmen. Attractive salary and commission given. Contact Graeme Zimmer, WXGI, Richmond, Va., if interested.

Announcers

Immediately — Combination man for network station in Georgia. State salary, background and disc first letter. Box 777H, BROADCASTING.

Help Wanted (Cont'd)

Experienced announcer, long established Michigan kilowatt now accepting auditions for opening April 1st. Graduated wage scale, talent. Send platter or tape, letter of qualifications and photo, to Box 756H, BROADCASTING.

CBS affiliate in large midwest market requires the services of a top morning man. Best living standard. Background must stand rigorous investigation. This is a top position for a top man. Send complete information to Box 799H, BROADCASTING.

Experienced announcer-copy writer. Pennsylvania 250 watter. Give full details with first reply including disc, photograph, experience, salary required and military status. Box 830H, BROADCASTING.

Wanted: Combination announcer-engineer. Immediate opening. Southwest. Exceptional climate. Box 837H, BROADCASTING.

Morning combo man to do news and transcribed programs. Long salary, short hours, send full particulars or apply in person. Box 859H BROADCASTING.

Experienced announcer with first class license. Pennsylvania 250 watter. Give full details with first reply including disc, photograph, experience, salary required and military status. Box 831H, BROADCASTING.

Wanted immediately. Two announcers with first class tickets. Sixty dollars per week. 500 watt daytime operation. Good working and living conditions. State draft status. Box 880H, BROADCASTING.

Announcer-engineer. Experience on announcing. Good salary. Car necessary. Arkansas independent. Box 883H, BROADCASTING.

Excellent opening on established station for trained announcer. Large south central market. Top salary scale for those who can qualify. Successful background at good stations needed. Send personal and business references, photo, audition including musical shows, news, straight spot announcements and disc jockey samples. Reply is confidential. Box 901H, BROADCASTING.

Announcer with ticket. One year experience announcing. Start $225, raise in six months. J. B. McNutt, KBUD, Athens, Texas.

Wanted: Announcer 250 watts local independent. Permanent, good working, living conditions. Give full details first letter. KCTI, Gonzales, Texas.

Wanted by small market station in Hawaii, two experienced announcers with first class tickets. Send full details in first letter to KMVI, Wailuku, Maui, T.H.

Wanted, for station soon to go fulltime. Need two announcers, one experienced sports man and another who plays Hammond organ. KTBB, Tyler, Texas.

Exempt announcer-engineer. Going up? Next stop 100w affiliate. Emphasis announcing. Interview necessary. Stu Sanders, Manager, KWBG, Boone, Iowa.

Two experienced announcer-engineers for 250 watt daytime only. Immediate opening. Send disc, photo. WAPF, Box 604, McComb, Mississippi.

Experienced, draft exempt announcer-engineer wanted by regional AM and FM station. Good pay, real opportunity and ideal working conditions. WBBO, Forest City, N. C.

Southern Illinois thousand watt independent wants good disc show personality with commercial punch. Western music background desirable. Family man preferred; congenial staff. 40 hour week, $210 per month. Address: M. G. Rogers, Comm. Mgr., WCNT, Centralia, Illinois.

Help Wanted (Cont'd)

Staff announcer for 1,000 watt daytime station, send disc and complete details to Manager, WDBL, Springfield, Tenn.

Combination announcer-engineer, first phone license, with emphasis on announcing. Good draft status needed. Start $65.00. ABC affiliate carrying CBS and NBC shows direct. Send tape or disc, references, photo to Manager WFTC, Kinston, N. C.

Wanted: A good morning and good straight announcer. Reply immediately to Radio Station WGBR, Box 1024, telephone number 1550 or 2816, Goldsboro, North Carolina.

Virginia station 250 watts wants combination announcer-engineer, class 1 ticket. Promotion to chief engineer within 30 days for qualified man. Wire or phone 801 Hopewell, WHAP.

Announcer-engineer. Will pay top salary for man with good selling voice and first phone, permanent job, advancements, excellent living and working conditions, can also sell parttime or work into programming if interested, but not necessary. WKUL, Cullman, Alabama.

Wanted: Announcer with experience, some copywriting. Must be good, news, DJ shows. Opening immediately. Start $50.00. WMGR, Bainbridge, Ga.

Announcer, staff work. Board knowledge desired. Vet preferred. Interview necessary. WSYB, Rutland, Vermont.

Technical

Wanted: Engineer with first class license, capable of operating and maintaining AM and FM studio and transmitting equipment. Possibility of entering TV field. Station located in south central New York State. Box 857H, BROADCASTING.

Wanted: Transmitter operators, first class license, no announcing. Good working conditions, experience unnecessary. East central area. Box 888H, BROADCASTING.

Engineer wanted for transmitter operation only. 40 hours per week for 250 watt fulltime Mutual station in Boone, North Carolina, Box 72. State minimum salary in reply, no experience necessary.

Combination men with first class tickets wanted by new station in growing midwest market. Emphasis on announcing. Send letter and audition disc to KWBB, P. O. Box 282, Wichita, Kansas.

Transmitter operator wanted immediately. Wire or phone KWWL, Waterloo, Iowa.

Wanted at once: Licensed operator. Would take combination man if good announcer. Opportunity to work into chief engineers job. Give complete information first letter. Write Raymond A. Plank, Radio Station WKLA, Post Office Box 323, Ludington, Michigan.

Transmitter engineer. 1 kw ABC. Give draft status, age, references. Harold White, WKTY, La Crosse, Wisconsin.

Chief engineers AM, executive placement service has several desirable vacancies. Also need experienced or qualified TV operators. Howard S. Frazier, 726 Bond Bldg., Washington 5. D. C.

Production-Programming, others

Continuity writer, 1000 watt network station in Michigan offers excellent opportunity and good salary for experienced writer. Rush sample copy, qualifications, photo and salary expected to Box 755H, BROADCASTING.

Help Wanted (Cont'd)

Girl capable of taking charge of continuity department. Some air work. Pennsylvania 250 watter. Give full details first reply including disc, photograph, experience and salary requirements. Box 832H, BROADCASTING.

Television

Salesman

Midwestern TV station wants thoroughly experienced, energetic TV time salesman, with drive and imagination. Unlimited opportunity. Photograph and detailed experience, KOTV, Tulsa, Oklahoma.

Situations Wanted

Managerial

Manager, commercial manager, over years newspaper and radio sales and management. Now employed, available reasonable notice. Prefer midwest or south. Write Box 426H, BROADCASTING.

Twenty years of constructive radio background as commercial manager. With the very best of references as to ability and character. Seeks job as manager or commercial manager of substantial station. Married, 45 years of age. Will go anyplace. Box 670H, BROADCASTING.

Can you top this? Took fourth station in 100,000 market within 18 months, made it first in listenership, local and national sales. Increased gross seven times. Halved expenses. Young, aggressive, college graduate, veteran and draft exempt. Presently employed. Desire tough market with real opportunity. Box 760H, BROADCASTING.

Manager-salesmanager, 36 years old, married, two children. Now employed as salesmanager one of ten largest markets. In radio sales and management 10 years, both metropolitan and small market. Completely successful background, having managed and sold out the two past stations. Desire midwest, or west coast location. Complete history upon request. Desire negotiations held confidential. Write Box 801H, BROADCASTING.

Five years successful independent station managerial experience. Strong on sales and local programming. Civic minded, announce and a real worker. Box 803H, BROADCASTING.

Commercial manager. Now employed 250 watt midwest station. College background. Announcing, writing experience. Excellent sales record in large competitive markets. Draft exempt. Write Box 854H, BROADCASTING.

Manager-chief engineer—experience 21 years radio. Married, 43, children. South only. Box 862H, BROADCASTING.

Manager. At present advertising director for large corporation. Desires to locate with station affording pleasant relations. Sales wise with 12 years background. Family man, sober and concientious. Under 30, total draft exempt. Salary plus percentage. Box 870H, BROADCASTING.

Manager: Fully experienced, mature, sober, honest. Assume complete responsibility. Box 872H, BROADCASTING.

Manager. Now employed with twenty years experience in all phases. Desire opportunity to build up and get results for station in west. Excellent contacts, recommendations. Box 875H, BROADCASTING.

Sales promotion manager, currently in AM-TV operation wants similar connection with larger TV or AM-TV stations. Experienced public relations, good speaker for sales meetings, etc. Also interested in commercial manager set-up. Good national contacts. Address Box 895H, BROADCASTING.

Manager, executive placement service has several experienced, well qualified managers for local or regional stations. These men have been carefully investigated. Howard S. Frazier, 726 Bond Bldg., Washington 5, D. C.

Some station needs me in some capacity. 20 years experience, management, sales, programming, production, MC and announcing. 6 years Public Service Director, ABC Central Division. Vice-President Central Division Progressive Broadcasting System. Robert B(Bob) White, 6255 Sheridan Rd., Chicago 40, Illinois.

Situations Wanted (Cont'd)

Salesman

Salesman, eight years' experience, including commercial manager, staff and sports announcing. Family man, 34, veteran, draft exempt. Dependable, clever producer. Box 780H, BROADCASTING.

Announcers

Baseball man. Available now or spring. Experienced all sports-staff. Box 227H, BROADCASTING.

Baseball broadcaster, major league; staff; veteran; married; college grad; experienced. Box 458H, BROADCASTING.

Sports announcer, three years experience, married, draft exempt. Play-by-play baseball, football, basketball, top-rated sports review, news, commercials, DJ, bord operation, all-round man. Want year-round play-by-play, in sportsminded community. Moderate salary plus talent. Currently employed, available two weeks notice. Consider all offers. Box 526H, BROADCASTING.

Baseball play-by-play man experienced in live and recreated broadcasts available for this season. Air check available. Excellent references. Box 564H, BROADCASTING.

Baseball man wants year-round sports. Top minor, winter sports, staff experience. Family man, veteran. Box 806H, BROADCASTING.

Topflight baseball announcer available because sponsor lost bid. Midwest. References. Box 824H, BROADCASTING.

No claim to fame. No specialist. Just staff announcer with four years experience. Draft exempt. Preference northeastern territory. Box 852H, BROADCASTING.

Announcer: 28, draft exempt vet, 7 years experience news, DJ, staff. Handle any console. Currently announcer, program director metropolitan independent. Write original copy. Available immediately. Box 853H, BROADCASTING.

Sports announcing position wanted. Married veteran, age 28. College graduate, presently employed but seeking advancement. Three years experience play-by-play in all major sports. Presently handle daily sports interview and commentary. Can do re-creation. Disc, tape, references available. Box 855H, BROADCASTING.

Topnotch baseball announcer available for coming baseball season. Experienced in live and recreated play-by-play. Best references. Air check available. Box 860H, BROADCASTING.

Experienced announcer: Sports play-by-play. Staff announcing and sales work. Family man with sound background, and excellent references. Box 864H, BROADCASTING.

Announcer available. Experienced all phases radio and television. Ten years background. Box 865H, BROADCASTING.

Twenty years radio and show business. Experienced announcer, news editor. Dramatic producer. Box 866H, BROADCASTING.

Experienced announcer-continuity writer, two years experience. DJ, newscasting, console operator. Disc available. Will travel. Box 874H, BROADCASTING.

Announcer, newscaster, experienced, capable veteran, 200 mile radius New York City. Box 878H, BROADCASTING.

Announcer, network experience, specialty news, 31, married, draft exempt. Box 881H, BROADCASTING.

Competent announcer, available now for progressive station. Thoroughly experienced, draft exempt. Good DJ, either jazz or sentimental. Sincere voice. No southern stations please. Box 882H, BROADCASTING.

Announcer with front office ambitions. 11 years radio experience. Play-by-play all sports. (Major league baseball, Big Ten football, Indiana basketball.) News editor (rewrite wire, compile and write local news). Disc jockey (currently with high Hooper as early morning man of 5 kw outlet in major market). Not a prima donna. Not afraid of hard work. 30 years old. Draft exempt. Box 884H, BROADCASTING.

Situations Wanted (Cont'd)

Experienced announcer large market and small market operations. Capable newsman and music programmer, can operate board and sell time. Anywhere eastern portion. Box 879H, BROADCASTING.

Announcer: Presently employed PD. Small operation desires change, bonified reason why, married, draft exempt, will travel. Box 885H, BROADCASTING.

Radio newsman, 30, now employed, wants change of scene, new challenges. Veteran. Father. College graduate; experience (newspaper and radio) totals five years. Box 889H, BROADCASTING.

A-1 announcer, emcee, program director. 25, married. 7 years experience all phases. Excellent references. Box 890H, BROADCASTING.

Announcer, two years experience, draft exempt. Handle all types of shows. Good on news, sports, disc shows. Operate board. Good voice, hard worker, references. Box 892H, BROADCASTING.

Experienced announcer all phases, married, draft exempt, employed, desires permanent position with future. Box 893H, BROADCASTING.

Announcer-salesman, pleasing voice, sales experience, hard worker, college, will travel. Married. Box 894H, BROADCASTING.

Announcer, MC, actor. Experienced club work, TV, radio, in New York City. Writing and direction; good morning man, audience participation. "Live wire." Veteran, single, car. Disc, resume, photo on request. Radio or TV situation desired. Box 903H,BROADCASTING.

Experienced play-by-play sportscaster, 32, college graduate, vet, married, draft exempt. Box 908H, BROADCASTING.

Announcer-program director, 1000 watt southern independent desires permanent change and advancement out of south. Formerly instructor speech and radio. Experienced news, music, Gates equipment. Married. Hard worker. Disc, resume. Box 909H, BROADCASTING.

Young, aggressive, all-round announcer, control board operator, writing experience. Specialize in sports, knowledge all types. Disc available. Write: 1080 Anderson Avenue, Apt. 1C, Bronx, New York.

Colored announcer trained Radio City, N. Y. College graduate. Copywriter, operate console. 2 years' phonograph record business. Age 27, draft exempt, travel. Disc and references. Reply Box 23, 320 Manhattan Avenue, New York City.

Announcer, some experience, veteran, draft exempt. Seeks opportunity in small town. Leo J. Feldmann, 317 West 28th St., New York City, N. Y.

Announcer-salesman. Excellent references. Disc upon request. Will go anywhere. Draft exempt. Harry Kaufman, 682 S. Kingsley Drive, Los Angeles, Calif.

Play-by-play staff announcer looking for baseball broadcasting. At present doing sports-staff work in Logan, W. Va. Contact Mike Wynn, Station WLOG, Logan, W. Va.

Technical

Chief engineer, 18 years experience. Excellent record. Best references. Desires change to progressive station. Box 704H, BROADCASTING.

Holder first class phone ticket wants broadcast experience. Consider anything paying living wage. Prefer Pacific Northwest. Box 847H, BROADCASTING.

Experienced engineer, married with dependents. Veteran, have car. Native of south. Desires permanent position in south or southwest. Box 850H, BROADCASTING.

Chief engineer desires position. Experience sufficient to cope with any possible problem, whether engineering or office. Personal interview anywhere in United States after preliminary correspondence. Box 776H, BROADCASTING.

Radio-telephone first class, no experience. Willing to relocate, combo desired. Box 788H, BROADCASTING.

Phone first, salary, hours, offer, first contact. Box 833H, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, 3 years experience transmitter, remotes, taperecorders. Presently employed. Box 877H, BROADCASTING.

First phone, three years experience. Two years six months with present station. Experience, transmitter control board. Recording and remotes. Draft exempt. Car, state salary and working conditions. Box 902H, BROADCASTING.

Experienced engineer AM, FM transmitters, first phone, Army Radar veteran, draft proof. Presently employed. Box 905H, BROADCASTING.

Operator, first license, five years broadcast radio, wants straight transmitter job. 32. Single. Available quickly. Outline your requirements, please. Lewis Sherlock, Box 51, Plainview, Texas.

First phone, DMSRA graduate. Age 25. Draft exempt. Single. Top personal references. Photo and disc on request. P. O. Box 212, Hollywood 28, California.

Production-Programming, others

Program director, 12 years in radio, 1 year TV. Seeking PD position or TV production-direction. Married, draft exempt, permanent. Box 744H, BROADCASTING.

Competent news editor. Excellent background. Two years experience. Disc and details on request. Box 858H, BROADCASTING.

Trained newsman, three years experience 250w, wants to join larger news staff. Prefer eastern U.S. Thoroughly trained in local news, special events, wire re-write. Six network news feeds in past year. B.J., A.B., University of Missouri. Veteran, not in reserve. 27, married, Box 863H, BROADCASTING.

Accordionist, age 31, union, sober and reliable. 10 years experience in staff, polka, modern, hillbilly and western. Also TV. Read or take. Can also sing harmony. State salary, etc. in first letter. Box 857H, BROADCASTING.

University grad, radio-news trained. Two years experience in news department of large midwest television station. Desires writing and air job with news and sports minded radio or TV station. Box 868H, BROADCASTING.

Continuity writer, woman's anouncer, experienced. College graduate. 23, single. Traffic and secretarial experience. Good references. New England or southeast preferred. Box 873H, BROADCASTING.

For the love of mike, I've worked in radio six years. Now program director 1000 watter. Need permanent program director, 25, B.A., married, child, vet, 4A, with creative programming, promotion, continuity, traffic, sales and minimum of announcing? $70. Box 876H, BROADCASTING.

Copy and traffic. 19, male. Now employed. Box 891H, BROADCASTING.

Three birds with one letter: Experienced commercial and program writer, versatile and selling announcer and experienced engineer. All draft exempt. Presently employed on 1000 watt independent. Can be had singly or as package. For details, write Box 899H, BROADCASTING.

Program director-continuity writer team. Husband-wife. Capable, creative, efficient. Cost conscious. First class air work. Box 900H, BROADCASTING.

Need a dynamo in your news room? Working news editor thoroughly experienced getting and building local news show desires change. Draft exempt. Air talent. Box 904H, BROADCASTING.

Woman copy-continuity writer with ideas, showmanship. Have own women's program. Graduate top west coast radio school. Some experience. Box 906H, BROADCASTING.

Ten years as program director, newscaster and commercial manager. Thirty-five. Will travel. All answers will be considered. Box 907H, BROADCASTING.

Program directors and disc jockeys AM and TV, executive placement service has some thoroughly experienced men with excellent backgrounds. Howard S. Frazier, 726 Bond Bldg., Washington 5, D. C.

Situations Wanted (Cont'd)

Television

Technical

Telecine technician: Veteran, fourteen years motion picture experience. Y.M.C.A. and S.R.T.-TV graduate, can double on camera or audio. Desire permanent position. Available March 5. Box 846H, BROADCASTING.

Production-Programming, others

Experienced television film director desires change in TV. Live wire, good references, willing to re-locate, single. Do you have TV broadcast and film problems? Contact Box 819H, BROADCASTING • *TELECASTING.*

Future television director, presently inexperienced, versatile, imaginative, looking for bottom rung of ladder. Veteran, 25, single, B.A. speech major, pianist-organist, member RWG. Slight experience announcing, acting. Travel anywhere, start any capacity in TV station or agency, will prove ability. Box 889H, BROADCASTING • *TELECASTING.*

For Sale

Station

Midwest 500 watt, grossing $50,000 annually. Good terms. Harvey Malott, Scarritt Building, Kansas City, Missouri.

Equipment, etc.

For sale, RCA FM 10B—10 kw FM transmitter with 500 ft. 3⅛" line, four section Federal square loop antenna and Hewlett-Packard frequency modulation monitor. $10,000.00. Box 750H, BROADCASTING.

Presto 90-A recording console, as new, with tubes, plugs and instruction book, $350.00. Box 856H, BROADCASTING.

Two Blaw-Knox 200 foot self supporting towers 1080 feet-⅞ inch transmission line, new with fittings 1200 feet-WE #107058 sample line, new other equipment, new and used, available for immediate construction. Contact Chief Engineer, KGGF, Coffeyville, Kansas.

For sale: Presto recorder type 8N complete with amplifier, equalizer. In good condition. Make an offer. Station WCBC, Anderson, Ind.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Station

Radio station wanted. Interested in radio station or combination station and newspaper. Give details. Box 893H, BROADCASTING.

Equipment, etc.

Complete equipment in good condition 5 kw AM station. 3-360 foot towers, monitors, etc. Box 640H, BROADCASTING.

Do you have a 150 to 300 foot self supporting tower which you must take down and remove? If so, we will dismantle tower for the material which it contains. Please advise make, height and tower location. Box 648H, BROADCASTING.

Wanted—Used FM limiting amplifier. Also ⅞ or 1⅝ inch coaxial cable. Box 782H, BROADCASTING.

Reproducers, Western Electric vertical type D-93306 wanted regardless of condition. Write details to Box 848H, BROADCASTING.

Miscellaneous

Wanted: Stations interested in quality mail order deals that do not backfire. Quality guarantees repeat business. Box 887H, BROADCASTING.

(Continued on next page)

Help Wanted

Production-Programming, others

PRODUCER • Man who can direct people and who knows legitimate, vocal and instrumental music. Must take initiative and build top musical shows for top mid-west radio station; no TV. Address Box 845H, BROADCASTING.

Situations Wanted

Managerial

COULD YOU USE A GOOD MAN? Fully experienced radio veteran. 12 years' network regional station successful management. Employed but approachable. Box 784H, BROADCASTING.

Experienced Manager

available

If your station is located in the middlewest . . . if it, or a controlling interest is for sale . . . or, if you're looking for a manager with 20 years fully rounded radio experience, then I'm available for your consideration. Write, wire or phone

John D. Hymes
652 State St.
Lancaster, Pa.

Announcers

SLIGHTLY TERRIFIC HILLBILLY PERSONALITY! Original, with punch a-plenty selling ability. 7.2 hour-long daytime rating and 33% of audience in highly competitive market. Boosted fourth-place daily time period to No. 1 in four months. Big mail pull. Experience: staffer 5 kw CBS; chief announcer two 1 kw indies. College degree radio, family. 2 years present job but seek challenging assignment with progressive station. Basic living wage plus talent. Box 897H, BROADCASTING.

For Sale

Equipment, etc.

ATTENTION EDUCATIONAL AND RELIGIOUS FM STATION!

We offer immediate delivery on a General Electric FM 50 KW transmitter and 8 bay Federal antenna complete in every respect ready for installation. Substantial saving. Write C. D. Lutz, KTSA-FM, P. O. Box 1161, San Antonio 6, Texas.

Wanted to Buy

Equipment

USED 16" PROGRAM RECORDS ARE GOOD AS GOLD! Highest prices paid for outdated, scratched or damaged 16 inch pure vinyl transcription records. Clean out your library at a profit. Drop us a post card or letter estimating the quantity, in records or pounds, you offer to sell. We'll send you current price and shipping instructions by air mail.
J. W. NEFF LABORATORIES, INC.
Mfrs. of Nef-O-Lac Record Compounds
Stockertown, Penna.

Miscellaneous

OPPORTUNITY

For men with experience as radio announcers!

Is your present position compensating for your years of training? Is there promise of a real future with a chance to grow and to increase your earning power?

Your special training and experience are personal assets. You may be able to capitalize on them in a position where they will help speed your progress.

Write for complete information. Please give personal details. All replies confidential.

BOX 661H, BROADCASTING

A REAL OPPORTUNITY

to enter the

TRANSCRIPTION BUSINESS

$1000.00

is all you need; your first two sales should return your investment. Inquiries invited from all states. Unless you are really interested in a money making proposition and have $1000, please don't write.

Box 821H,
BROADCASTING

Western Radio-TV Meet

THE 1951 Western Radio-TV Conference will be held March 2-3 in Hollywood. This will be the fourth in an annual series of the conferences. William Sener, manager, KUSC U. of Southern California, will head the program committee in the Los Angeles area. John C. Crabbe, director of radio, College of the Pacific, Stockton, Calif., is chairman of the board of directors of the conference.

Browsing through the 1,000 or more messages received by Campbell-Ewald are (l to r): W. A. Moffett, public relations director; W. H. Cox, senior vice president in charge of eastern operations, New York office; Mr. Ewald and Mr. Rothman. Many floral and telephone greetings also were received by the company's officials.

'LIFE BEGINS AT 40'

Campbell-Ewald Looks to 'New Horizons'

A REVIEW of its two-score history as one of Detroit's oldest and largest advertising agencies and a toast to television and other "new horizons" for advertising highlighted the 40th anniversary celebration of the Campbell-Ewald Co. in Detroit Feb. 6.

Attending the celebration, held in the Statler Hotel, were more than 300 employes of the company, including representatives from the agency's five branch offices.

Henry T. Ewald, agency president, outlined the company's future plans, expressing optimism over the immediate future of business because of the country's greater capacity and facilities for producing armament in the present emergency.

The agency's 40-year history was traced in slides, running commentaries, recount of outstanding achievements and honors the company has received throughout its existence.

Cites Letters

Mr. Ewald acknowledged thousands of congratulatory telegrams and letters, some of them stressing the growth of the agency in relation to that of the automotive industry. Campbell-Ewald today has over 400 employes on its payrolls in six cities—Detroit, New York, Chicago, Los Angeles, San Francisco and Atlanta—and boasts billings of over a half billion dollars over a 40-year period.

The company's role in the automotive picture was likened to that now emerging in its relationship to the television field, which Mr. Ewald cited as an example of "new horizons."

"Campbell-Ewald's 40 years of accumulated skills are at work carving out a future in this exciting new industry just as the agency did in the automotive industry," he asserted.

A transcription voiced by H. G. Little, executive vice president, and aired prior to Mr. Ewald's talk, viewed the future of the agency, of advertising and the country with rose-hued optimism.

Other sessions included talks by 16 department heads who explained the functions of their departments in the overall operational plan of the agency. E. E. Rothman, vice president and general manager, served as moderator.

Another was devoted to prizes awarded by Mr. Ewald to members of the organization for outstanding service, essays, company advertisements and symbols in the 40th anniversary contest; for perfect employe attendance in 1950 and for those veterans who have served 25 years with the company. A reception and dinner were held in the Grand Ballroom after the afternoon sessions.

Campbell-Ewald was founded in 1911 by Mr. Ewald and Frank J. Campbell. Since 1922 it has served as the agency for Chevrolet Div. of General Motors, heavy user of radio-TV and one of the largest single advertisers in the industry.

CATHOLIC MEET

Radio-TV Trends on Agenda

SPECIAL emphasis on new trends in radio and TV will be the keynote of the Annual Summer Convention of the Catholic Broadcasters Assn. to be held at Seton Hall U., South Orange, N. J. All Catholic radio-TV workers, whether clergy or laymen, are invited to attend. The date has not yet been set.

The Rev. Thomas J. Gilhooley, head of Seton's speech and radio department, and Lewis Arnold Jr., member of the radio staff, are official hosts and convention leaders. Those interested are invited to send their names and addresses to the association at P. O. Box 1573, Wilmington, Del. Dates, agenda and further details will be mailed when available.

Eastern
Major Market Independent

$85,000.00

Located in one of the first fifty markets, this outstanding independent is showing consistent increases in both gross and net. Business is good and future prospects excellent. On the basis of present earnings this property shows a very high return on the purchase price of $85,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FCC Actions

(Continued from page 83)

Applications Cont.:

for CP new TV station.

APPLICATION RETURNED

WMJ Palm Springs, Calif.—RETURNED application for transfer of control [FCC ROUNDUP, Feb. 12].

February 15 Decisions . . .

BY COMMISSION EN BANC

License Renewal

KYOU Greeley, Col. — Granted renewal of license.

AM—1400 kc

Madison Bcstg. Co., Richmond, Ky.—Designated for hearing April 16 re application new station 1400 kc 250 w. unl. and made WIEL Elizabethtown, Ky. party to proceeding.

AM—1440 kc

KJAY Topeka, Kan.—Designated for hearing April 17 application to change from 5 kw-D 1 kw-N to 5 kw unl., on 1440 kc, made KEIO Pocatello, Ida., and KPRO Riverdale, Calif., parties to proceeding.

Change DA

WMAK Nashville, Tenn. — Granted CP to change DA; cond.

Reinstatement of CP

WCEN Mt. Pleasant, Mich.—Granted reinstatement of expired CP change from 500 w D to 1 kw-LS 500 w-N DA-N on 1150 kc.

Application Denied

KSJW Alhambra, Calif.—Denied application for mod. CP new FM station, for six-month extension of expiration date.

CP to Replace CP

Following were granted new CPs bearing expiration dates of six months from date to replace expired CPs: WGST-FM Atlanta, Ga.; WCOH-FM Newnan, Ga.; WBIB New Haven, Conn.

February 15 Applications . . .

ACCEPTED FOR FILING

Modification of CP

Following request mod. CP for extension of completion date: WDMJ Marquette, Mich.; WNXT Portsmouth, Ohio; KSBR (FM) San Bruno, Calif.; KFVS-FM Cape Girardeau, Mo.

AM—1300 kc

KTFY Brownfield, Tex.—CP change from 1050 kc 250 w D to 1300 kc 1 kw D.

Modification of License

WVSH (FM) Huntington, Ind.—Mod. license noncommercial FM station to change from Ch. 201 (88.1 mc) to Ch. 220 (91.9 mc).

License for CP

KFMB-TV San Diego—License for CP new TV station, specifying 13.7 kw aur. instead of 20.2 kw aur.

APPLICATIONS RETURNED

Covington Bcstg. Co., Opp, Ala.—RETURNED application for CP new AM station 860 kc 1 kw D [FCC ROUNDUP, Feb. 12].

Chatham Bcstg. Co., Silver City, N. C.—RETURNED application CP new AM station 1440 kc 1 kw D.

WALT Tampa, Fla.—RETURNED application for license renewal.

KFRO Longview, Tex., reports it had gross over-all increase of 17% for 1950 over 1949.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO FEBRUARY 15

Summary of Authorizations, Stations On the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,236	2,217	136		274	125
FM Stations	669	323	166	1*	12	4
TV Stations	107	60	49		382	171

* On the air.

CALL ASSIGNMENTS: WRAG Carrollton, Ala. (Pickens County Bcstg. Co., 590 kc, 1 kw, day); WIPC Lake Wales, Fla. (Imperial Polk Bcstg. Corp., 1280 kc, 1 kw, day); WCOW South St. Paul, Minn. (South St. Paul Bcstg. Co., 1590 kc, 5 kw, day); WKLJ Sparta, Wis. (Vicor J. Tedesco, 990 kc, 250 w, day); WSTK Mt. Jackson, Va. (County Bcstg. Service, 1230 kc, 250 w, unlimited); WRSA Warsaw, Ind. (Reub Williams & Sons Inc., 1480 kc, 500 w, unlimited, directional); WFPM Ft. Valley, Ga. (Peach Belt Bcstg. Co., 1150 kc, 1 kw, day); WAIN Columbia, Ky. (Tricounty Radio Bcstg. Corp., 1270 kc, 1 kw, day); WPRS Paris, Ill. (Paris Bcstg. Corp., 1440 kc, 500 w, day); WROS Scottsboro, Ala. (Scottsboro Bcstg. Co., 1330 kc, 1 kw, day); KMPH Memphis, Tex. (Blake Bcstg. Co., 1370 kc, 1 kw, day); KBOX Modesto, Calif. (Stanislaus County Bcstrs. Inc., 970 kc, 1 kw, directional, unlimited); KMLW Marlin, Tex. (Falls County Public Service, 1010 kc, 250 w, day); KVNJ Fargo, N. D. (Radio Dacotah Inc., 1280 kc, 1 kw, directional night, unlimited); WACL Waycross, Ga. (Teletronics Inc., 570 kc, 1 kw, day); WOKW Sturgeon Bay, Wis., changed from WSTB (Door County Radio Co.); WJKO Springfield, Mass., changed from WSFL (Springfield Bcstg. Co.); WJKO-FM Springfield, Mass., changed from WSFL-FM (Springfield Bcstg. Co.).

• • •

Docket Actions . . .

FINAL DECISIONS

KPAB Laredo, Tex.—Final decision affirming Comr. Paul A. Walker's initial decision of Jan. 11 revoking license of Laredo Bcstg. Co. on 1490 kc, 250 w, unlimited. KPAB has been off the air since May 22, 1950. Decision Feb. 14.

Pottstown, Pa.—Pottstown Bcstg. Co. Final decision granting application for new AM station on 1370 kc, 1 kw, day, conditions. Decision Feb. 14.

Non-Docket Actions . . .

AM GRANTS

Albuquerque, N. M.—Frank Quinn granted CP new AM station on 1280 kc, 1 kw, day; conditions. Estimated construction cost, $19,310. Mr. Quinn was formerly general manager of KOB Albuquerque. Granted Feb. 14.

KSOO Sioux Falls, S. D.—Sioux Falls Broadcast Assn. Inc. granted switch in facilities from operation limited to WRVA Richmond, Va., to unlimited on 1140 kc, increase power from 5 kw to 10 kw-local sunset, 5 kw-night directional; also granted CP to install new transmitter, change transmitter location, with conditions including installation of filters and equipment by KSOO and KELO Sioux Falls to reduce cross-modulation and re-radiation caused by proximity of two transmitter sites. Petition of WRVA requesting KSOO application be designated for hearing because of alleged instability in antenna array denied. Granted Feb. 14.

TRANSFER GRANTS

KNEU Provo, Utah—Granted assignment of license from Lester R. Taylor to new corporation, Mid-Utah Bcstg. Co., controlled 47.9% by Mr. Taylor; two sons, each 2.53%. Granted Feb. 14.

KWBM Williston, N. D.—Granted assignment of license from Erling Manger, trustee in bankruptcy, to Charles L. Scofield and James Caravaras d/b as KWBM Bcstg. Co. for $100 and assumption by assignee of about $8,498 in liens against property. Granted Feb. 14.

WBOK New Orleans—Granted transfer of control WBOK Inc., licensee, from Jules J. Paglin to Stanley W. Ray Jr. through sale of 50% for $25,000. Granted Feb. 14.

KCUL Ft. Worth, Tex.—Granted acquisition of control East-West Bcstg. Co., licensee, by James G. Ulmer through purchase of stock from Johnnie Andrews and six others for $42,124. Granted Feb. 14.

WOTW-AM-FM Nashua, N. H.—Granted acquisition of control Nashua Bcstg. Co., licensee, by Arthur A. Newcomb through purchase of 200 shares for $100 from Homer Wingate. Granted Feb. 14.

Experienced announcer

for 1000 watt regional Wisconsin station.

Ability to intelligently handle news necessary. Morning shift to start. Good salary to right man. Send particulars and record or tape if possible to

G. P. Richards,
WHBL, Sheboygan, Wis.

WDSC Dillon, S. C.—Granted transfer of control Border Bcstg. Co., licensee, from Lela C. Watson and P. T. Watson to L. B. Hyman and E. H. Brown through sale of 52% for $31,336.50. Granted Feb. 14.

New Applications . . .

AM APPLICATIONS

Streator, Ill.—M. R. Paglee, 1250 kc, 500 w, day; estimated cost $16,700. Mr. Paglee is field engineer for RCA Service Co., Gloucester, N. Y. (Contingent on denial of WMAW Milwaukee license being made final). Filed Feb. 14.

Clarksville, Tex.—B. B. Black, June Brewer and Regan Hurt, co-partners d/b as Texo Bcstg. Co., 1350 kc, 500 w, day; estimated cost $16,800. Mr. Hurt is 99% owner, editor and business manager of "The Times," Clarksville. Mr. Black is one-third partner in Black Bros. which owns Clarksville Coca-Cola Bottling Co. and Clarksville Pecan Shelling Co., and is director in Red River National Bank. Miss Brewer is one-third owner June Brewer's Clarksville clothing store, and owner of farm and ranch interests. Filed Feb. 14.

Sacramento, Calif.—Irving J. Schwartz, William S. George, John Matranga, and Samuel A. Melnicoe, co-partners d/b as Capitol Radio Enterprises, 1380 kc, 1 kw, day; estimated cost $18,730. Mr. Schwartz is one-half owner Irv's Drive-In, Sacramento, and one-half owner Capital Enterprises, dance and show production firm. Mr. George is owner of Sacramento Sporting News and one-half owner Capital Enterprises. Mr. Melnicoe is transmitter engineer at KNBC-FM San Francisco and 10% owner KEEN San Jose, Calif. Mr. Matranga is news editor for KCRA Sacramento. Filed Feb. 14.

TRANSFER REQUESTS

WHAY New Britain, Conn.—Transfer of control of Central Connecticut Bcstg. Co., licensee, from 17 present stockholders to Continental Enterprises Inc. for $40,000. Continental is composed of: Patrick J. Goode, part-owner WNHC-AM-FM-TV New Haven, chairman of the board and 10% owner; Michael J. Goode, WNHC salesman, president 5%; Aldo DeDominicis, part-owner WNHC, secretary-treasurer 65%; David K. Harris, part-owner WNHC, 10%; J. Vincent Callanan, WNHC salesman, 5%, and Vincent DeLaurentis, WNHC chief engineer, vice president, 5% [BROADCASTING • TELECASTING, Feb. 12]. Filed Feb. 9.

WTBO-AM-FM Cumberland, Md.—Assignment of license from Aurelia S. Becker and Charles Z. Heskett d/b as Cumberland Bcstg. Co. to Maryland Radio Corp. for $115,000 [BROADCASTING • TELECASTING, Feb. 12]. Maryland Radio is composed of: Ben K. Baer, attorney, president 13.8%; Frank A. Baer, insurance business, secretary-treasurer 11.1%; Helen K. Baer, 11.1%; Howard L. Chernoff, former managing director WCHS Charleston, W. Va., 18%; Melva G. Chernoff, 2% owner WSAZ Huntington, W. Va., vice president 18%; George H. Clinton, general manager of WPAR Parkersburg and WBLK Clarksburg, W. Va., 11.5%; Edwina S. Clinton, 5.75%; Lydia Busek, 5.75%; May K. Ames, trustee for Dorothy A. Marks, 5.75%. Mrs. Chernoff and Miss Busek are interested in Kennedy Bcstg. Co., buyer of KFMB-AM-TV San Diego [FCC ROUNDUP, Feb. 12]. Filed Feb. 9.

KDAN Oroville, Calif.—Assignment of license from Dan L. Beebe, Floyd L. Sparks and Betty Clark Sparks d/b as Oroville Mercury Co. to J. Steventon d/b as Oroville Bcstrs. Mr. Steventon is grain broker and three-fourth owner Yuba City Mills, Yuba City, Calif., grain manufacturing plant. Assignor asks that its Jan. 25 request for cancellation of license be set aside. [FCC ROUNDUP, Feb. 5]. Assignee agrees to lease for six months after grant of assignment, with option to buy technical equipment for $10,202.18, continuing to pay $200 monthly rent for real property and improvements. Filed Feb. 14.

WBGE-AM-FM Atlanta, Ga.—Assignment of license from Mike Benton tr/as General Bcstg. Co. to Wilton E. Hall for $110,000 [BROADCASTING • TELECASTING, Feb. 12]. Mr. Hall is owner-licensee of WAIM and WCAC (FM) Anderson, S. C. Filed Feb. 14.

KMNS San Luis Obispo, Calif.—Assignment of license from Marc H. Spinelli, Mary DiPriter, Richard R. Primanti and Stanley Primanti d/b as Pacific Bcstg. Co. to John R. Rider and Morden R. Buck d/b as San Luis Bcstg. Co. for $20,000 plus. Mr. Rider, 50%, is West Coast representative for SESAC Inc. Mr. Buck, 50%, was formerly with AFRS. Filed Feb. 15.

KWEW Hobbs, N. M.—Assignment of license from W. E. Whitmore to partnership of W. E. Whitmore and Harry McAdams d/b as Whitmore & McAdams. Mr. Whitmore is 80% partner. No money involved. Filed Feb. 15.

Deletions . . .

TOTAL withdrawals to date since Jan. 1: AM 6; FM 15, TV 0. Stations, dates and reasons are:

WACL Waycross, Ga.—James S. Rivers tr/as Southeastern Bcstg. System. CP, Feb. 9. Applicant's request; owns another station in same city.

KCHE El Reno, Okla.—KCHE Inc. License, Feb. 8. Applicant's request.

WFBG-FM Altoona, Pa.—The Gable Bcstg. Co., Feb. 8. License. Applicant's request.

KWFM (FM) San Diego—Studebaker Bcstg. Co., Jan. 29. License. Economic.

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Published by Duchess
(What God Can Do)
On Records: Jo Stafford—Col. 39082; Three Suns—Vic. 20-3976; Bill Kenny—Dec. 27326; Bob Houston—Lon. 871; Stuart Hamblen—Col. 20724; Ozie Waters—Coral 64069; Ray Smith—Lon. 16051; The Mariners—Col. 39073; Rosalie Allen & Elton Britt—Vic. 21-0405; Joe Allison — Cap. 1308; Hank Garland — Dec. 46281; Kitty Kallen—Richard Hayes—Merc. 5564.
On Transcriptions: Lenny Herman — Langworth; Texas Jim Lewis—Standard; Hank Snow—Thesaurus.
BMI
BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Haverlin In Lead

(Continued from page 27)

deal with excess profits taxes and the proposed increase in excise taxes on radio and TV sets.

Ten of the 11 board members are expected to attend today's meeting with only Robert D. Swezey, WDSU-TV New Orleans, unable to take part. Others besides Chairman Thomas are:

Campbell Arnoux, WTAR-TV Norfolk, Va.; Harry Bannister, WWJ-TV Detroit; Harold Hough, WBAP-TV Fort Worth; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Paul Raibourn KTLA (TV) Los Angeles; W. D. Rogers Jr., KEYL (TV) San Antonio; Frank M. Russell, NBC Washington; George B. Storer, Fort Industry Co., and Chris J. Witting, DuMont TV Network.

At NAB headquarters plans were moving forward to stage the annual equipment and service exposition during the April convention. Arthur C. Stringer, former NAB staff director, has been retained to manage the show, which he has handled for over a decade.

The heavy equipment show in the basement of the Stevens Hotel will be almost as large as last year despite defense developments, judging by present indications. The fifth floor light exhibits, however, promise to set an alltime record. NAB associate membership rules have been broadened to admit a number of new types of equipment and services.

In explaining to the NAB membership the changes proposed in the by-laws by the board, Judge Miller recalled that broadcasters have been talking for several years about the idea of bringing all industry segments "under one tent."

Experiments with separate organizations, based on the theory of competitive promotion, didn't work, he wrote the membership, pointing to the need of an association "which can speak and act for all segments." Otherwise wires get crossed, industry elements fight each other, and "we see our adversaries gleefully picking us off and capitalizing on our inter-fraternal differences, just as Russia is trying to do between the free nations of the world."

Recognizing that some broadcasters don't want to change the association's name, Judge Miller said: "Times change in this civilization of ours, and we, who represent the world's newest and greatest medium of communication, are the first to recognize such growth and development.

"Although the word 'broadcasting' can be so defined as to include TV along with AM and FM, most people do not understand that fact. Members of Congress and others in government frequently ask, just whom does NAB represent? The new name leaves no doubt. The TV operators, themselves, naturally want the recognition which is implicit in the addition. The manufacturers have changed the old RMA to RTMA; BROADCASTING magazine added TELECASTING. These are significant signs of change.

Freedoms Seen

"The by-law and charter amendments upon which you are to vote provide the framework upon which we will build a new and greater national association for all broadcasters. It will assure, on the one hand, freedom of action for the radio licensees and for the TV licensees regarding matters which concern each of them separately. On the other hand, it will provide a combined governmental structure available to both groups where there is need for united action in defense of the industry and in the public interest.

"Equally important, the new structure and new provisions concerning dues will make it possible for all broadcasters to contribute —according to their ability—in financing the services which the association provides to the membership."

A summary explanation of proposed by-law changes [BROADCASTING • TELECASTING, Feb. 12] accompanied Judge Miller's letter and the ballots.

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

$74,134,000 in General Mdse. Sales*

Advertisers pick WDRC, the Test Station in Hartford, the country's No. 1 Test City. Write Wm. Malo, Commercial Mgr., WDRC, Hartford 4, Conn.

*Sales Management's Figure for Hartford Metropolitan Area.

DAYLIGHT TIME

Proposed On Hill For D. C.

LEGISLATION to give the District of Columbia daylight saving time has been introduced in the House by Rep. Arthur G. Klein (D-N. Y.) and has been referred to the House District Committee.

Rep. Klein introduced two measures (HR 2611 and 2612). The first would set up DST in Washington, beginning the last Sunday in April and ending the last Sunday in September each year. Second measure would set the time change for this year only.

Name Stewart Agency

APPOINTMENT of the James A. Stewart Co., Carnegie, Pa., as its advertising agency was announced last week by Harry A. Hachmeister, president of Hachmeister Inc. The agency will employ a full complement of media including radio and television. Corporation manufactures plastic construction materials and tile flooring.

HARVEY ISSUE

Subsides on Hill

CONTROVERSY over the security case involving ABC Commentator Paul Harvey's "unauthorized entry" into the grounds of the Argonne National Laboratory, an atomic experiment plant, appeared to have subsided last week in government circles.

Sen. Brien McMahon (D-Conn.), chairman of the Senate-House Atomic Energy Committee, reversed himself and said his group does not plan to hold special hearings on the incident. The committee will, however, study confidential reports submitted by both the FBI and the Atomic Energy Commission [BROADCASTING • TELECASTING, Feb. 12]

Government authorities generally absolved Mr. Harvey from any criminal intent and expressed belief that the commentator was in nocturnal quest of broadcast material on security precautions at the laboratory. The incident took place Feb. 6 and Mr. Harvey was released after questioning by the FBI.

The issue took a new turn last Monday when Rep. F. E. Busbey (R- Ill.) voluntarily linked himself with Mr. Harvey, stating: "I am one of several persons in Washington who have worked with (him) on certain phases of an investigation of our nation's security." That had been Mr. Harvey's position from the time of his seizure and he has since said that the issue will be cleared in due time.

PRESS BILLS

Ga. Senate Passes Two

LEAVING in their wake a fierce debate, two of Gov. Herman Talmadge's bills to curb newspaper "monopolies" weathered stormy Georgia Senate sessions last week while a third bill foundered in the House.

Gov. Talmadge's action in part was allegedly aimed at two of his severest critics, the *Atlanta Journal* and the *Atlanta Constitution* [BROADCASTING • TELECASTING, Feb. 12]. Both papers are owned by former Ohio Gov. James Cox. The papers operate WSB-AM-FM-TV Atlanta.

The House bill, considered the most stringent, would have declared all newspapers and other periodicals "clothed with a public interest and subject to regulation by the state." Amid pleas to preserve the freedom of the press, this measure was slapped down, 97 to 56.

Meanwhile the Senate bills, which must pass the House, had a choppy cruise through the state upper chamber. One of these bills would subject the state's larger newspapers to libel suits in any county where they have at least 100 subscribers, instead of in their own county as at present. This passed, 28 to 19, giving it the bare constitutional majority required. The other got through, 30 to 16.

upcoming

Feb. 17-24. Fifth Annual AAAA Baminations, administered by regicouncils and chapters.

Feb. 18-25: Brotherhood Week.

Feb. 19: NAB TV Board of Directo Ad Club, New York.

Feb. 19: Acting Chairman Paul Walker, FCC, testifies before Ho Interstate & Foreign Commerce Committee, Executive Session, New Ho Office Building, Washington, D. C.

Feb. 20: Advertising Club of Washton Radio-TV Seminar, Hotel Stat Washington, D. C.

Feb. 21: Hearings on radio-TV sig control bill, Senate Interstate & Foreign Commerce Committee, 10 a.m. room G-16, Capitol, Washington, D.

Feb. 21-24: Georgia Press 23rd Ann Institute, U. of Georgia, Athens.

Feb. 22: Voice of Democracy Awa Luncheon, Hotel Statler, Washingt D. C.

Feb. 22: Freedom Foundation Award Valley Forge, Pa.

Feb. 23: Illinois Broadcasters Ass Leland Hotel, Springfield, Ill.

Feb. 23-24: First Annual Clinic Radio Broadcasters, U. of Kentuck Lexington.

Feb. 23-24: Radio Sales Clinic, Roy York Hotel, Toronto, Ont.

Feb. 24: San Francisco Chapter Academy of Television Arts & Sciences Second Annual Awards Dinner Fairmont Hotel, San Francisco.

Feb. 26-28: Florida Assn. of Broadcasters and Florida State General Extension Division Sports Clinic, Gainesville, Fla.

GIVEAWAY PRIZES

Stocked by Schwimmer

ALTHOUGH many packagers of giveaways are feeling the squeeze in their attempts to get merchandise prizes [BROADCASTING • TELECASTING, Feb. 12], Walter Schwimmer Productions, Chicago, is "fully prepared" to meet the crisis. Walter Schwimmer, president of the company which syndicates radio and TV shows, predicts he will be able to fulfill all obligations to stations and clients. "Six months ago," he said, "we took the cue from foreboding headlines and solidly insured ourselves against any lack of merchandise. As a result, we have two warehouses stocked to capacity with electrical appliances . . . We also have luggage, silverware and wrist watches in abundance."

The Schwimmer organization has its own prize-gathering department, rather than working with a professional merchandise promotion concern.

It packages *Tello-Test* and *Dial-Test* on some 300 stations, and *Foto-Test* and *Miss U. S. Television* contest for TV, all of which feature merchandise awards.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO.

WBAL

Picket Lang-Worth

(Continued from page 25)

playing to a national network, and which provide certain enforcement machinery therefor."

Another section provides that "any third party" is included in the word "producer" as used in the following:

Producers under this code and AFRA agree to submit to arbitration any and all controversies or disputes between or among any of them and AFRA relating to this code, the interpretation of breach thereof, or any matters requiring amplification or which have not been covered in the recording field by the code. The producers and AFRA further agree to submit to arbitration any and all controversies between or among any of the producers and any member of AFRA relating to the engagement of artists in the recording field. In such latter case, however, the producer is hereby notified of AFRA's rule that no AFRA member may institute an arbitration without AFRA's consent. AFRA shall have the right to appear in such arbitrations as *amicus curiae* with all the rights of a party thereto. . . .

Lang-Worth further objected, Mr. Socolow said, to AFRA's insistence that the code category of "singers" include performers who, in addition to singing, play instruments and are therefore members of the American Federation of Musicians. Effect of this, he said, would be a raid upon AFM membership by AFRA since singer scales under the new code were higher than instrumentalist scales under past AFM contracts. The transcription companies, he said, would be "caught in the middle."

An AFM spokesman in New York said that the matter had not been brought to that union's attention and accordingly there was no comment to be made.

Multiple Jobs

An AFRA spokesman said that it was commonplace in the entertainment field for one person to have several occupational activities bringing him within the jurisdiction of several unions, each of which customarily insisted upon his joining it. He said that it worked both ways: That an AFRA singer who turned instrumentalist would be required to join AFM.

Each side has filed charges against the other with the National Labor Relations Board.

Mr. Socolow pointed out that Lang-Worth is prepared to provide service to its customer stations indefinitely. The latest music and hits were recorded with AFRA performers during October and November in preparation for any contingency, he said.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

REPRESENTATIVES of six stations whose coverage areas coincide with territory served by the Public Service Co. of Northern Illinois met at Chicago headquarters of the utility concern to witness the signing of a contract by William E. Pierce, advertising manager, for sponsorship over the stations of Illinois' state high school basketball tournament March 15-17. L to r: Seated, Florence Summers, WHFC Cicero, and Mr. Pierce. Standing, William H. Colwell, public relations director of Public Service; Joseph J. Garvey, WJOL Joliet; Angus D. Pfaff, WNMP Evanston; Orren Allain, WKAN Kankakee; Joseph B. Kirby, WKRS Waukegan; Paul H. Faltysek, WOPA Oak Park; and Robert J. Hawkins, WKAN Kankakee.

CBA MEET

Set for March 19-20

CURRENT broadcast problems and civil defense will highlight the Colorado Broadcasters Assn. convention March 19-20 at the Broadmoor Hotel in Colorado Springs.

A program clinic the first day will feature such speakers as Ted Cott, WNBC New York general manager, "Building Station Personality Through Programming"; Reggie Schuebel, of the newly-created Wyatt & Schuebel agency, "How Would You Spend the Advertiser's Dollar?"; Robert J. Burton, BMI vice president in charge of publisher relations, "History and Applications of Copyright Law in Broadcasting," and Robert Saudek, ABC vice president and assistant to the president, "Radio and Television Programs Worth Paying For."

Civil defense will provide the keynote for the second day. Discussion will explore the broadcaster's role in civil defense, political rate policies, broadcast rights for sports events, manpower shortages and other pertinent topics.

CBA President Rex Howell, KGLN Glenwood Springs, has invited broadcasters in nearby states to attend the convention in order to participate in the BMI clinic.

McCormick Leaves SEC

EDWARD T. McCORMICK is resigning as a member of the Securities & Exchange Commission, effective April 1. Mr. McCormick will become president of the New York Curb Exchange. President Truman accepted the resignation last Thursday. As the new president of the exchange, Mr. McCormick will suceed Francis Adams Truslow, retiring.

HOME OWNERS

Outnumber Renters—Census

MORE families owned their homes than rented, as of April 1950, reversing a historical trend, according to Director Roy V. Peel of the U. S. Census Bureau.

Owner-occupied dwelling units in the United States numbered about 23.4 million compared to 19.1 million renter-occupied units, preliminary census data show.

Home ownership increased 54%, or 8.2 million units, after 1940 as the result of new construction and the sale of existing rental homes for owner occupancy. The shift from renter to owner occupancy was so great, Mr. Peel said, that even with the large volume of rental units constructed since 1940 there was a net decrease of about a half-million in the number of renters.

Mortgage Data

Data on occupancy have been collected by the bureau since 1890.

Over 8.5 million nonfarm homes occupied by their owners were free of mortgage debt last April, the census shows, or more than half of the owners in structures containing one to four dwelling units. In urban places about half of the owner-occupied units were free of debt while in rural nonfarm areas about two-thirds of such units were mortgage free.

Average rent for nonfarm dwelling units was $39 a month in 1950, it was found, an increase of 62% over the 1940 figure of $24 a month. Average rents in urban areas were about 50% higher than rural rents.

Some 290,000 auto trailers were being lived in last April, the census shows, 169,000 in urban places and 121,000 in rural areas. About 234,000 were occupied by owners and 56,000 by renters.

CD Planning

(Continued from page 26)

booklet and carries no absolute authority.

Another point arising in the wake of last week's meeting was discussion of the nation's air raid warning system. Some delegates questioned the wisdom of the present plan, which embraces two public alerts—"red," meaning attack is imminent, and "white," indicating "all clear." They felt the public should be given more warning in the event of approaching air attack—a system more nearly approximating the one for confidential alerts.

Under this plan, "yellow" and "blue" alerts are provided for key civil defense personnel. They tie in with proposed use of coded or sub-audible signals over broadcasting frequencies, and indicate, respectively, "planes approaching continent" and "attack likely."

Military officials, in the light of present warfare, have expressed belief that little advance warning could be extended in any event, and feel more advance public warning would only induce more panic.

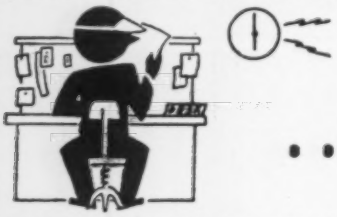
In that connection, state directors were told that the government is printing "alert" cards for distribution to the public. Cards give air raid warning signals and rules for individual behavior in the event of atomic attack.

Meanwhile, prospect for adequate national civil defense preparations this year was summed up by CDA Administrator Millard F. Caldwell Jr. after a conference with President Truman last week. Mr. Caldwell, who just returned from England for discussions with British officials, felt that "by the end of the year, we can take it."

New School Courses

NEW SCHOOL for Social Research, 66 West 12th St., New York, is offering four courses on radio and television. The courses are conducted by Dr. Arno Huth, radio expert, writer and lecturer, with the participation of leaders of public opinion and specialists in the fields of communications and international information.

WILS *Lansing's Most Powerful Station*



...at deadline

'VOICE' WINNING BATTLE ABROAD, SAYS BARRETT

TIDE of international radio battle has turned and Voice of America is no longer losing the propaganda war, Edward W. Barrett, Assistant Secretary of State for public affairs, stated in Friday talk. He showed how Communism is now losing ground.

New techniques are big factor in reversal of trend, he said, explaining scientist team recruited from industry has been working on broadcast problems. Anti-jamming techniques and new equipment suggested by scientific advisors rapidly being put into operation.

Story of Voice progress to be told at joint hearing of House and Senate foreign relations subcommittees, slated March 5 (early story page 32).

RTMA GROUP FORMED TO CONSERVE MATERIALS

TEN-MAN policy committee to cooperate with national defense agencies in conservation of critical materials used in manufacturing was created Friday by Robert C. Sprague, retiring president of Radio-Television Mfrs. Assn.

Chairman of committee is Glen McDaniel, RCA, elected Thursday as first RTMA paid president (story page 23). Other members are Benjamin Abrams, Emerson Radio & Phonograph Corp.; Dr. W. R. G. Baker, General Electric Co.; Paul V. Galvin, Motorola Inc.; L. F. Hardy, Philco Corp.; Leslie Muter, Muter Co.; A. D. Plamondon Jr., Indiana Steel Products Co.; Robert C. Tait, Stromberg-Carlson Co.; R. G. Zender, Lenz Electric Mfg. Co. Mr. Sprague is ex-officio member.

BAB URGES ACTION

HUGH M. P. HIGGINS, director of Broadcast Advertising Bureau, told stations Friday that American Newspaper Publishers Assn. has prepared series of strip films depicting alleged breakdown of business in Pittsburgh during autumn newspaper strike. Films follow full-page ads carried in newspapers. Mr. Higgins urged stations to supply BAB booklet answering ANPA claims whenever strip films are shown. BAB booklet answering ANPA claims titled "What Happens When Newspapers Don't Hit Town?"

CBS COLOR SHOWN

JOHN W. CHRISTENSEN, chief engineer of CBS Engineering Research Development Dept., demonstrated CBS color TV system and equipment Friday before Radio Club of America, New York. Another demonstration of CBS color, in cooperation with Pavelle Color Inc., scheduled for National Photographic Show of 1951, Feb. 22-25, in New York.

BOLLING ADDS KXLW

THE BOLLING CO., station representative firm, has added KXLW St. Louis to its station list. Ed Lawlor, assistant classified advertising manager for *Chicago Herald-American*, has joined Chicago staff as account executive, working with Manager John Stebbins.

BENJAMIN L. WEBSTER, in theatrical and industrial design fields 25 years, appointed Friday to be assistant to Fred Shawn, NBC-TV director of production services.

WBBM-CBS TO REINSTATE THREE ENGINEERS

WBBM-CBS Chicago to reinstate three engineers fired Jan. 2 because of fluff on air. Action taken few hours before arbitration board acceptable to CBS and IBEW was scheduled to begin conferences.

Arthur Maus, Kendall Davis and Paul Kalbfleisch, engineers at WBBM for 18, 19 and 10 years, respectively, will return to jobs next Sunday for six-month probationary period. Terms of agreement provide resumption of original jobs at same money, without payment for two-month inactive period when union-management negotiations took place. Final terms were arranged by Walter Thompson, president of Local 1220, IBEW, and Maury Rosenfield, attorney for H. Leslie Atlass, CBS Central Division vice president. Men were discharged on charges of carelessness after obscene language was broadcast during station break New Year's Day.

NLRB ELECTION SET AT CBS FOR WHITE COLLAR WORKERS

NLRB election set March 7 in New York for CBS white-collar employes to choose union for bargaining purposes. New York Newspaper Guild (CIO), Local 153 of Office Employes International Union (AFL) and Local 50 of District 65, Distributive, Processing & Office Workers of America (independent) have complied with NLRB requirements and will be on ballot.

Newly created independent union group has until Feb. 26 to qualify. Another AFL union, Local 63, Home Office Employes Union, IATSE, has dropped out. One union must get simple majority of votes for certification. Arthur Goldberg, NLRB hearing officer, is in charge.

TVA ACCEPTS KTLA SCALE

TVA's Western Section accepted wage scale offers of KTLA (TV) Los Angeles after separate negotiations for basic contract, and authorized strike against six other Los Angeles TV stations if contract with them is not concluded in near future. KTLA agreement calls for $35 for 15-minute program, $45 half-hour, and $60 hour, for performers having five or more lines; rehearsal fee to be $4 per hour; special weekly strip rates $113.25, $146.25, $195 for those time categories respectively. Group of TV stations from which KTLA withdrew will continue negotiating. TVA national board to determine strike date.

TOMPKINS APPOINTED

GEORGE TOMPKINS, McCann-Erickson, New York, to Lennen & Mitchell, New York, as television director. He was with McCann-Erickson for past four years and before that served in Navy two years.

VAIL GETS B&B POST

C. R. VAIL, former director of marketing research for Crossley Inc., joins Benton & Bowles, New York, as account executive on Walter Baker chocolate products.

Closed Circuit

(Continued from page 4)

Doherty, NAB's labor expert, but assignme wouldn't take him away from association wo

INTERESTING data on mileage separati in flat terrain might come out of TV sig measurements to be made by one station Texas. According to unofficial reports, fi ings will be passed along to Bureau of Sta ards, the military and whatever agencies evi an interest. At present time, FCC's televis allocations have no flexibility as to mile separations in flat terrain.

BBDO, NEW YORK, looking for daytime dio strip for American Tobacco Co.

BIOW CO., New York, preparing daytime strip to submit to one of its major advertise

CLUETT, PEABODY & CO., New Yo (Arrow shirts), will start co-sponsorship *Holiday Hotel*, starring Don Ameche, on AB TV, Thursday, 9-9:30 p.m., in mid-Mar Program sponsored past season by Packa Motor Co. Firm will continue to co-spon show.

STRICTLY unconfirmable is suggestion th NARTB (NAB) presidency might be offer Harold Stassen, U. of Pennsylvania preside and political figure.

FCC RENEWAL PROPOSAL DRAWS LITTLE COMMENT

ONLY two favorable and one unfavorab comment received by FCC on its proposal change license renewal procedure to g graphic expiration system rather than pres frequency schedule, Commission reported Fr day [BROADCASTING • TELECASTING, Dec. 1950].

ABC, attacking clear channel situation, a KLUF Galveston, Tex., indicated approv while WKDN Camden, N. J., felt geograph plan wouldn't achieve goal because of co gested East. FCC sees less paperwork a expense for it and stations through modifi tions.

ABC suggested all Class I (clear channel) stati be grouped together since signals cross state bou daries. Such grouping also would aid FCC in carr ing out decision in clear channel proceeding, n work explained. Basic defect in present assig ments of clear channel frequencies rests in fact m sections of country "are blanketed with deep layer of overlapping signals which merely duplicate o another." ABC said, relating its clear channel co data NBC service was duplicated in large importa areas as much as 12 times while CBS was as mu as 11 times. ABC and MBS provide little seconda service because of lack of stations, ABC said.

By having licenses expire at same time FCC co appraise use being made by all clear channel stati "to determine whether or not the maximum serv is being rendered." ABC contended. "If any cl channel station contributes to excessive skywa duplication of a program service, the Commissi would be in a position to examine the renewal a plications of that station and of the other stati which contribute to the over-duplication to det mine whether the renewals applied for are really the public interest or whether one or more of t assignments involved should be granted to anoth applicant or be located elsewhere or be required occupy the frequency with one or more additiona stations."

MARCY JOINS NBC-TV

LEWIS M. MARCY, former assistant to man aging director of Advertising Researc Foundation, appointed supervisor of Sale Planning Division of NBC Television Networ He replaces Lance Ballou Jr., who has becom member of network's sales staff.

McCULLOUGH TO MAXON

FRANK McCULLOUGH, merchandising an account executive, Young & Rubicam, Ne York, to Maxon Inc., New York, as mercha dising executive.

in Cincinnati . . **MORE** local and national spot advertisers buy

MORE time on WLW-T to sell

MORE products to

MORE people . . .
. . . than any other TV station in Cincinnati

in Dayton . . . . **MORE** local and national spot advertisers buy

MORE time on WLW-D to sell

MORE products to

MORE people . . .
. . . than any other TV station in Dayton

in Columbus . . **MORE** local and national spot advertisers buy

MORE time on WLW-C to sell

MORE products to

MORE people . . .
. . . than any other TV station in Columbus

this is

WLW - TELEVISION

WLW-T	WLW-D	WLW-C
CHANNEL 4	CHANNEL 5	CHANNEL 3
CINCINNATI	DAYTON	COLUMBUS

Serving the second largest TV market in the Midwest

Audience: Videodex, December, 1950